

CHEMIST & DRUGGIST

The newsworthy for pharmacy

January 12, 1985

a Benn publication

DHSS proposes
topical OTC
hydrocortisone

DHSS gets PI
proposals from
EEC as API
complains over
PL(PI) refusals

Admonition for
'buzzer sale'

Martin-Hamblin
say pharmacists'
advice sought
more often

AAH complete
Ferryman deal
and buy
Northern . . .

. . . as Fylde
close down

Simple confess to additives.

Simple are adding a great deal this year.

First, brand new TV commercials.

Second, new TV areas. From January, we'll be seen in London, the Midlands, Southern, Anglia, Granada and, nationally, on TV-am.

Third, Simple are doubling their TV spend.

Fourth, Simple will be on TV the whole year round.

Fifth, we'll be adding to your sales, because Simple sales have been increasing by 25% each year.

The one thing we won't be adding is anything to our products.

No perfume. No colouring.



Clinical Trial Results on Benylin

Benylin Expectorant re-affirmed as No.1 in Pharmacy for Chesty Coughs



- Highly significant relief after a single dose.
- Consistently better in reducing cough frequency and severity.
- Preferred for taste and general palatability.

A recent trial¹ on expectorant cough treatments proved the superiority of Benylin Expectorant over a triprolidine formulation which is also used in the treatment of coughs.

Benylin Expectorant was shown to be significantly better in giving symptomatic relief, even after a single dose, and scored significantly better for patient preference on smell, taste and general palatability.

Proof of the superiority of Benylin Expectorant, your No.1 cough treatment. Prescribed by doctors, recommended by pharmacists.

Benylin, No.1

Composition: Each 5ml contains: Diphenhydramine hydrochloride Ph Eur 14mg; Ammonium chloride Ph Eur 135mg; Sodium citrate Ph Eur 57mg; Menthol B.P.1.1mg

Indications: For the relief of cough and its congestive symptoms.

Dosage: Adults: One or two 5ml spoonfuls every two or three hours;

Children 1-5 years: 2.5ml every three or four hours; 6 to 12 years: One 5ml spoonful every three or four hours

Contra-indications, warnings etc: Known hypersensitivity to any of the active constituents. Renal dysfunction. May cause drowsiness. If affected, the patient should not drive or operate machinery. Avoid alcoholic drink. As with any other medicine, care should be taken in administration during pregnancy.

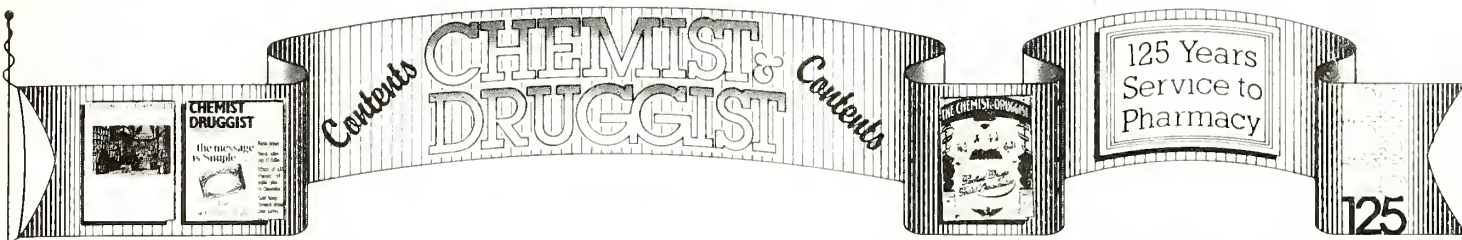
Product licence no: 0018/5090.

Cost: 125ml x 24 List price ex VAT £20.83; 250ml x 12 List price ex VAT £18.53.

**WARNER
LAMBERT**
HEALTH CARE

the name people feel better with
Mitchell House, Southampton Road, Eastleigh, Hants. SO5 5RY.

Data sheet available on request 1. Data on file, Warner-Lambert (UK) Limited. Benylin is a trade mark R84050.



January 12, 1985
Volume 223 No 5452
126th year of publication
ISSN 0009-3033

Editor:

John Skelton BPharm, MPS

Assistant Editor:

Patrick Grice BPharm, MPS

Business Editor:

Paul Slade BA

Contributing Editor:

Adrienne de Mont
BPharm, MPS

Editorial Assistant:

Steven Titmarsh BPharm, MPS

Art Editor: John Clement

Price List Controller:

Colin Simpson

Director: James Lear

Publisher:

Ronald Salmon FPS

Advertisement Manager:

Peter Nicholls JP

Assistant Advertisement

Manager:

Doug Mytton

Production: Shirley Wilson

Published Saturdays

by Benn Publications Ltd

Sovereign Way, Tonbridge,

Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132

Subscriptions: Home £49 per annum. Overseas & Eire £63 per annum including postage. £1 per copy (postage extra). Member of the Audit Bureau of Circulations

ABC

Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley, Solihull, W. Midlands B90 3AE 021-744 4427. North East and North West: 491 Chester Road, Old Trafford Manchester M16 9HF 061-872 5151. West Country & South Wales: 10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827.

Benn

DHSS proposes topical OTC hydro Cortisone...

...for primary contact dermatitis and allergic contact dermatitis

50

EEC sends import proposals to DHSS...

...as API complains to Commission over PL(PI) refusals

51

Pharmacists in greater demand for advice

Martin-Hamblin survey

77

Personal opinion

The dispensing paradox of the Medicines Act

78

Admonition for 'buzzer sale'

Boots' first lapse of this type in 14 years

84

AAH take over two wholesalers...

...as Fylde close down

86

Topical reflections by Xrayser

53

Letters

85

Prescription specialities

55

Business news

86

Counterpoints

60

Events

88

Times remembered

73

Trade fairs and exhibitions

88

Pharmacy economics

80

Classified advertisements

89

Points of law

82

People

92

COMMENT

Pharmacists could well be praising the Government rather than damning it once more if proposals to make hydrocortisone creams and ointments available OTC are approved.

The Department of Health's proposals, circulated for comment by April 30, state that hydrocortisone 1 per cent and hydrocortisone acetate 1 per cent should be considered suitable for inclusion in products licensed for over-the-counter sale — which we would naturally assume means in the Pharmacy-only category.

The move would do much to confirm the pharmacist's wider role in advising the public on medical matters as this potent medicine would require a "pharmacist" sale in every sense, as opposed to the perhaps more familiar "buzzer" sale. Indeed pharmacists should seize the opportunity, should it materialise, to re-inforce their role as purveyor of advice on "minor" ailments. A second benefit, this time for the "Mr Hyde" of pharmacy, is that there will be no supermarket or grocery alternative as there is with as there is with "headache pills" for example.

It would also offer a new field of indications for which pharmacists could counter prescribe: hydrocortisone is not in the category of just another headache or diarrhoea preparation for which there are alternatives that would theoretically do the same job. It would be seen as

a "new" OTC drug for indications which previously had to be referred to the doctor because the required medicine could only be had on prescription (it is proposed the OTC licence be for primary irritant dermatitis and allergic contact dermatitis).

The drawbacks: well, of course doctors and pharmacists alike are only too familiar with the detrimental effects of corticosteroid abuse, some of the public may well be too. It may be a case for training the consumer carefully in the use, rather than misuse, of this frankly powerful but potentially beneficial drug. And doesn't that mean "Joe Pharmacist" again?

Those against the proposal may argue that this is yet another Conservative attack on the poor. Making hydrocortisone available OTC would mean it would no longer need to be available on prescription under the health service. However, the proposals are quite specific: the OTC indications are spelt out and the contraindications for OTC sale are listed in the very next paragraph. It's all a question of diagnosis of symptoms . . .

OTC hydrocortisone could spell the beginning of a brighter future for pharmacy. It could be an opportunity the profession has been crying out for — let's use it, wisely.

Now hydrocortisone to go OTC

The Department of Health is proposing to allow certain topical hydrocortisone preparations to be sold over-the-counter from pharmacies.

The Department believes that some of these preparations could be safely sold to the public for first aid use only in limited indications and proposes to amend the POM Order accordingly.

The Committee on the Safety of Medicines' preliminary view is that only hydrocortisone 1 per cent and hydrocortisone acetate 1 per cent should be considered suitable for inclusion in products licensed for over-the-counter sale (efficacy at 0.5 per cent or less was reckoned to be unsubstantiated). It says only simple creams and ointments are suitable vehicles and combinations of hydrocortisone with other drugs (eg anti-fungals) should be excluded from consideration. Indications should be restricted to primary irritant dermatitis (eg oil, detergents, acids, alkalis) and allergic

contact dermatitis (eg plants, cosmetics).

Use would have to be contraindicated for, says the CSM, chronic dermatoses of all types, all skin problems of infancy, perianal, vulval or genital skin problems, eye problems and cold sores. In addition, the pack size should be limited, say, to 5g.

These views, expressed by the CSM, will be reconsidered in the light of comments sent by April 30, to Mr H.D. Jones, Room 1324, DHSS, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

Further changes are proposed to the 1983 Order and another consultation letter will be issued later in January.

□ The National Pharmaceutical Association has welcomed the proposals, saying it was a significant step in the right direction. A spokeswoman from the Proprietary Association of Great Britain told *C&D* on Tuesday that while there had not yet been time to examine the proposals in detail, at first sight they appeared to be a good move; the public was ready for products to treat the indications specified.

BMA: No list by regulation

The Council of the British Medical Association has resolved to seek a meeting with the Secretary of State, Norman Fowler, to present the profession's objections to the limited list and to offer to take part in fresh discussion to examine the problem of prescribing costs.

Meeting on Wednesday, the Council also decided that doctors should not enter into discussions with the DHSS on proposals to limit prescribing by regulation, and should inform their patients of the effect of the proposals and encourage them to write to their MP. The Government's intention to limit by regulation drugs available on the NHS is contrary to the spirit of the NHS Act, says the BMA. "The Act lays a duty on the Secretary of State to provide a comprehensive health service including the supply of proper and sufficient medicines."

The BMA has written to all MPs deploring the lobbying tactics of some members of the drug industry. "Far from

strengthening our case they have been an embarrassment to us and have obscured the real issues," says Dr John Marks, chairman of BMA Council.

The Standing Medical Advisory Committee met with the Health Minister, Mr Kenneth Clarke, on Wednesday and is understood to have made strong objections to the limited list proposals.

Mail's chemist OTC column

Community pharmacist Marion Gardner had a column published in the *Daily Mail* this week entitled "How a chemist can save a trip to the doc".

She warns that prescription charges are to rise in the Spring and, that for people normally in good health, it may be cheaper and more sensible to try standard OTC medicines available without prescription from the chemist.

There is then a list of OTC products for colds, coughs, indigestion and other minor ailments, with prices.

Clarke hints at list retreat?

A report in the *Guardian* on Wednesday said Mr Kenneth Clarke, Minister for Health, had hinted at a "strategic retreat" on drug prescribing in the face of united protests from the pharmaceutical industry, doctors and the Labour Party.

The Conservative Central office commented that the report was "against the spirit of what Mr Clarke said". Mr Clarke was addressing Tory women supporters in Sutton Coldfield.

Ian Aitken, the *Guardian's* political editor, reports that the Government laid down a thick smokescreen of recrimination against drug manufacturers to cover what looks like an imminent retreat on its [limited list] plan."

Commenting on the report, a Department of Health spokesman said: "The list is still provisional and will remain so until the end of the consultation period. Ministers have always said they would be willing to listen to arguments.

ABPI campaign goes to press

The Association of the British Pharmaceutical Industry plans to start the second phase of its national newspaper advertising campaign against the limited list next week (last week, p6).

The new campaign is to be less intense than the first, with a changed emphasis to provide more information, and to refute statements made by the Secretary for Social Services, Mr Fowler, according to ABPI spokesman Peter Lumley.

An advertisement from the first series, which was published shortly after Christmas, has been referred to the Advertising Standards Authority by Conservative MP Mr Anthony Beaumont-Dark. He is reported as describing the advert as a travesty of the truth.

C&D understands that discussions have taken place with DHSS officials on alternative methods of making savings, which are said to include the Pharmaceutical Price Regulation Scheme, and reducing the number of prescriptions which are exempt from prescription charges.

The British Medical Association was meeting to discuss its next move as *C&D* went to Press.

DHSS gets PI proposals from EEC...

The European Commission in Brussels has sent a letter to the Department of Health putting forward certain proposals on parallel imports following the backlog of around 1,000 applications for PL(PI)s.

The communication is understood to have been handed to the UK permanent delegation in Brussels. A DHSS

spokesman acknowledged a letter had been received which put forward proposals for discussion. The Department were not prepared to divulge details, but will be responding.

The letter is understood to be lengthy and detailed.

Mr Stanley Blum, chairman of the Association of Pharmaceutical Importers, told *C&D* that one proposal put forward was that, due to the delay in granting PL(PI)s, products for which application had been submitted should be considered as licensed for an interim period. The delay in granting licences has been infuriating parallel importers, and some have been flouting the legislation. The DHSS spokesman was unable to comment.

...API complains over PL(PI)s

The Association of Pharmaceutical Importers has made a complaint to the European Commission over the grounds on which it has been refused PL(PI)s for nine products.

The Association has been refused a further four licences since *C&D* revealed five applications had been turned down before Christmas (Dec 15/22/29, p1062). The latest products refused by the Department of Health are Glucophage 500 and Librax from Belgium, and Diamox 250mg and Euglucan 5mg from France.

The API still plans to go to court to seek a judicial review of the HD endorsement scheme, even though the scheme is now in operation. The Association is preparing its case, and its legal advisors are reported to be optimistic. A full meeting of members voted to go ahead with legal proceedings last month, and the decision is to be confirmed at a committee meeting next week.

A third of all parallel import products offers discounts of between 12 and 24 per cent, says API chairman Stanley Blum. "Under present circumstances, there is the machinery available to recover any excess profits. The HD scheme does seem to be aimed at parallel imports and in doing so is restricting free movement."

List advisers set to meet

The first meeting of the group appointed to advise the Government on the proposed limited list of medicines was to be held this week.

Pharmaceutical interests among the seven-strong group are to be represented by community pharmacist Mr David Coleman, who has been appointed on an individual basis, rather than in his role as vice-chairman of the Pharmaceutical Services Negotiating Committee.

Mr Coleman told *C&D* that his main concern would be that patients' needs are catered for in terms of there being an adequate range of medicines available on the National Health Service. But, in principle, he said he is not opposed to the list.

Other members of the groups are: Professor Alasdair Breckenridge (professor of clinical pharmacology, Liverpool); Professor David Morrell (professor of general practice, London); Dr John Tomlinson (GP, Hampshire); Dr Duncan Colin-Jones (consultant physician, Portsmouth); Professor Eric Strand (professor of child health, London), and Professor Malcolm Hodgkinson (professor of geriatric medicine, London). After this week's meeting the group are expected to meet two or three more times before the end of January.

CSM holds forth in *BMJ* column

The first of a regular monthly column written by members and staff of the Committee on Safety of Medicines has appeared in last week's *British Medical Journal*.

The aim is to explain and discuss the Committee's activities, says the article. Last week it looked at drug licensing and removal of products from the market which "usually follows as complex a path as that allowing its entry". That "draconian" power of licence suspension is only rarely used, says the article. Technically, it is a temporary measure, but in practice, because news of it inevitably becomes public and there is no prior right of appeal, immediate suspension leads to the complete and irreversible loss of a drug.

How the CSM's responsibilities are discharged will be discussed in future columns, says the article.



May & Baker have contributed 100 250-tablet bottles of Flagyl to the *Daily Mirror's* latest mercy flight to Ethiopia. Shown here are international medical liaison manager John Gadd and John Jackson of pharmaceutical stores.

CSM advise on ketoconazole

The Committee on Safety of Medicines has issued a leaflet to UK doctors advising them on the use of oral ketoconazole, following a number of suspected serious adverse reactions associated with its use.

The leaflet is intended to help doctors consider whether ketoconazole is the appropriate treatment and to monitor its use.

The product licence for ketoconazole is not being withdrawn as the medicine is considered to be a valuable treatment for certain conditions. The position is being kept under review by the CSM and the Department of Health and further discussion will be held with the licence holders, Janssen Pharmaceutical Ltd, who manufacture the drug under the trade name Nizoral.

The leaflet states that between 1981, when the drug was introduced, and July 1984 700,000 prescriptions for ketoconazole were dispensed. By November 1984, the CSM had received 82 reports of hepatotoxicity, including five deaths, in patients treated with the oral preparations. Because of under-reporting of adverse reactions it is not possible to give an exact figure for the incidence of adverse reactions to the drug.

Most of the reactions reported are thought to have been caused by ketoconazole although in some cases other factors, including alcohol abuse, may have contributed to the patient's illness.

Many of the patients were given ketoconazole for skin, nail and vaginal infections for which alternative treatments are available.

The reports show that hepatic damage occurs at any time after starting treatment and sometimes without overt clinical evidence. In some cases the liver damage progressed after the drug was discontinued and was irreversible by the time it was recognised.

"Physicians intending to use ketoconazole should weigh the potential benefits of treatment against the risk of liver damage and should carefully monitor their patients both clinically and biochemically," says the CSM.

Janssen have issued a statement saying that the company is working closely with the CSM and the Department to ensure that doctors have as much information as possible on the problem, as quickly as possible.

"The company will continue to investigate the question of which patients may be particularly at risk of liver damage and will collaborate both with liver experts and with the Department on this matter in the future as in the past."

The CSM and the company have repeatedly warned doctors of the need for care since the problem was first recognised in 1982. For some conditions, ketoconazole is the only effective drug, say Janssen.

A Hitchin housewife, Mrs Mercy Gaines, who claims she suffered liver damage after taking the drug for a minor nail infection, is campaigning to have the drug withdrawn. She intends to contact her MP and she told *C&D* she had had much support from other patients who have suffered similar side effects.

The main effect of the new Order will be to require (from a date to be fixed by a separate order) the manufacturer or importer of any of these substances intended for use in this way to hold a product licence for the bulk ingredient. This requirement would not be applied immediately; there would be a transitional period of two years from the commencement of the order in mid-1985 to enable the necessary licences to be obtained.

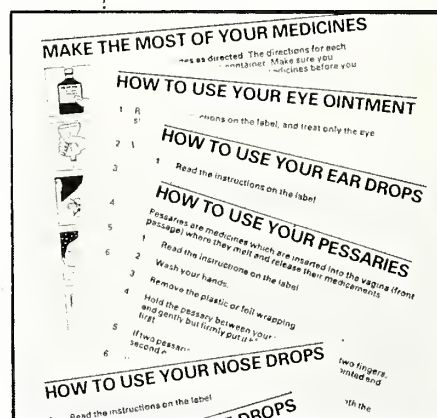
Product licence applications would have to be supported by full chemistry and pharmacy data detailing the process of manufacture of the substance and the controls applied throughout the process and on the substance itself.

Comments on the proposals should be sent by March 31 to Mr H.D. Jones, Room 1324 at DHSS, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

Further controls on bulk drugs

The Department of Health proposes to extend controls over the manufacture of bulk biological antibiotics and hormones.

Initially The Medicines (Control of Substances for Manufacture) Order 1971 (SI 1971 No 1200) will be extended to include gentamycin, neomycin and nystatin when manufactured, assembled, sold, supplied, imported or exported for use as an ingredient in a medicinal product for administration to human beings or animals, by injection or otherwise. The injectable forms of gentamycin and neomycin, and their salts or derivatives, are already subject to such control.



Compliance aids

South West Thames Regional Health Authority has produced a series of leaflets for patients on the best use of their medicines.

Each in the set of seven deals with a specific medicine: ointment or cream, ear drops, eye drops, eye ointment, nose drops, pessaries and suppositories.

On the back, they all give general hints to patients to "Make the most of your medicines" — including advice on where to keep medicines and what to do about a missed dose.

The leaflets are now available from community and hospital pharmacies throughout the region.

Debendox under fire on ITV

The morning sickness preparation Debendox and its manufacturer Merrell-Dow came under fire again this week as ITV's "World in Action" considered allegations of "less than honest practices" to obtain licences for the drug and other Merrell products.

The programme has been described by Dr H.C. Mascheter of Merrell Pharmaceuticals in the UK as "determined to damage" and "not mindful of the weight of scientific evidence since 1980".

"World in Action" referred particularly to the Staples study of 1963 which reported abortions and deformities in animals and recommended further experimentation.

"World in Action" said that neither Merrell-Dow or Health Minister Kenneth Clarke would appear in the programme. However, both took part in Radio 4's "Woman's Hour" programme the same day. Dr Mascheter, who represented Merrell, described it as "a much more sober and balanced presentation", which dealt mainly with the American settlement scheme for Bendectin (Debendox in the States), and why British children were apparently being treated differently.

Chemist & Druggist 12 January 1985

New NI label rules in February

New Regulations coming into effect on February 4 control the composition and labelling of diabetic and low energy foods in Northern Ireland.

They require that food claimed to have been specially made for diabetics must provide no more energy, contain no more fat and have a 50 per cent reduction in readily absorbable carbohydrates when compared with a similar food not specially made for diabetics. Diabetic foods which have an energy value of more than half the normal comparable food will have to bear a statement that the food is not suitable for the overweight diabetic.

The Food Labelling Regulations (NI) 1984 control claims that a food has a reduced or low energy value. "Reduced" will mean that the food has not more than three-quarters of the energy value of a similar food for which no claim is made; "low" will mean that the energy value of 100g (or 100ml) and of a normal serving of the food does not exceed 40 kilo calories.

Claims for certain vitamins and minerals are allowed only when the food provides a minimum percentage of the recommended daily intake (one-sixth for most claims and half when the food is claimed to be a rich source of the vitamins or minerals).

Claims that a food has tonic properties will be prohibited, as will claims that a food which is intended for babies is equivalent or superior to the milk of a healthy mother. Copies of the Regulations may be obtained from the *Government Bookshop, Chichester Street, Belfast*.

The Family Practitioner Committees (Establishment) Order 1984 (SI 1984 No 1946, HMSO £1.30) establishes 83 new FPCs and specifies the localities for which they are to act. The Order comes into effect on January 23. Other FPCs are still to be established by further Order.

The North Manchester AHA plans a health centre at the corner of Rochdale Road and Church Street, Harpurhey, Greater Manchester.

Ciba-Geigy Pharmaceuticals Ltd is to seek approval for a laboratory building and restaurant at Stamford Lodge, Altrincham Road, Morley, Cheshire. The firm also plans a research laboratory at Wimblehurst Road, Horsham, West Sussex, at a cost of £1½m. Work starts January 1985, and will take 15 months.

Chemist & Druggist 12 January 1985

Going, going ...gone?

It's truly surprising the number of firms which are on the market. From the news in last week's *C&D* I begin to suspect every company concerned with pharmacy would be willing to entertain prospective buyers, if only with singing and dancing for starters.

I can't help grinning at the thought of Bill Cox of Ferrymans, a long-time supporter of Independent Chemists Marketing Ltd (and now chairman), who I saw some years ago giving a hand-on-heart, "honest-injin" lecture about total commitment to the pharmacists' needs going through the wooing of a prospective buyer. It is no reflection on him that he should want out, considering the frighteningly precarious position of wholesalers in the immediate past, as well as in time ahead. The truth is there is little place now for individual owners in pharmaceutical wholesaling, since the risk is too high.

It's a pity the National Pharmaceutical Association, with the money it didn't use in setting up ICML, couldn't have taken shares in a number of these regional suppliers, and thus set up an alternative to Unichem with pharmacist ownership? I could go on.

And then we have the sale of the BAT cosmetic interests to Beecham. This really worries me because Beecham sometimes seem to make unfortunate policy decisions relating to toiletry sales in the pharmacy — for example, do they really lack appreciation of what can be achieved by consistent visits by reps with appropriate terms? (If they doubt me, let them look at Elida Gibbs position on my shelves.)

Their heavy cultivation of the grocery soils, with toiletries and medicines promoted hard in the grocery trade journals, gives me a considered distrust of their intentions, at a time when I am vitally concerned about the future sales of OTC medicines, and of course, in maintaining my cosmetic sales.

Ringling in the New Era?

Yet another firm to change hands. New Era Labs are moving to Imperial Foods. I don't know who they are, but hope they have some knowledge of the biochemic principles, and will sell the product with more understanding than the past owners, whose approach seemed pretty

commercial to me.

Arthur Cox & Co, manufacturers of generics and nostrums, as well as being contract packers, have also been taken over, by Hoechst I believe. So another small firm is swallowed alive.

Optical illusion

We read of an American firm about to bring their selection of simple corrective reading glasses ranging from 1.25 dioptries to 4 in tasteful frames, all retailing at £12.50. The story said: "Legally, customers buying reading glasses must present the pharmacist with a recent prescription from a registered optician or medical practitioner. Sight tests are still free under the NHS." On another page we learn there is to be "No Follow up on Optical Order", with Mr Kenneth Clarke telling the House of Commons there would be no enforcement force set up, because people would be free to make their own complaints via a magistrate. Proven breaches would be a criminal offence liable to a fine of up to £1,000. I see...

Thinner yet

Yuk! another slimmers food is to hit the market — Pranavite. The big envelope arrived last week telling me all about it and the sales I would be making in response to the advertising. Made from milk, I believe, but definitely not fattening. It will only cost the customer £14.50 for a week's supply, ie 77.5p a meal. Cheaper than real food!

Looking at the list of products in this market which have bitten the dust over the last two years I am surprised at the confidence of the promoters. I'd rather advise my fatties to cut their present food purchases in half and send the balance to Ethiopia. Or live on Complan and fruit?

Sleep problem

I'm was not surprised to see the *Mail on Sunday* give Beechams a bad Press over their launch of Sominex. Since it only contains eight tablets of 20mg promethazine to sell at £1.39, it can hardly compare with the product I have long sold to help people get a little better sleep, namely Phenergan 25mg. Phenergan's retail price for 50, £2.05, is about one quarter of the Sominex price, in real terms. This puts me in a bit of a dilemma. I hate to sound mercenary, but since I sell them in tens I am able to charge a professional fee as well. Incidentally, Dramamine, also has a powerful sleep inducing effect...

Introducing

The INTERSURGICAL range
of oxygen and drug nebulizer accessories
for home use.

▼ Oxygen mask variable flow

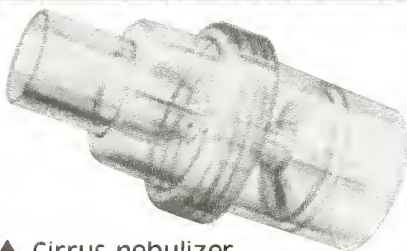


◀ Oxygen mask fixed flow

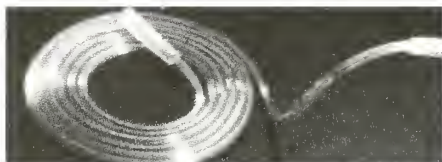
▼ Nasal cannula



▲ Novair compressor



▲ Cirrus nebulizer



▲ Oxygen connecting tube

When a patient has been prescribed an oxygen set or is on nebulizer therapy and asks you for replacement accessories, you can NOW counter prescribe the Intersurgical Range.

- 1 Easily available direct from International Laboratories or from Unichem.
- 2 The fixed and variable flow oxygen masks are drug tariff approved.
- 3 Widely used in hospitals throughout the U.K.
- 4 Specified by B.O.C., Air Apparatus and Valve and Oxylitre for their oxygen sets.
- 5 High quality patient comfort and most economical available.

Order now or tear out this page for future reference.



Another Guaranteed Product from International Laboratories

Charwell House, Wilsom Road, Alton, Hampshire GU34 2TJ

Xylomed powder

Manufacturer Bio-medical Services Ltd, 10 East Parade, York YO3 7YL

Description White crystalline D-Xylose powder for oral administration

Indications Diagnostic agent for evaluation of intestinal absorption in a number of disease states including: coeliac disease; sprue; Crohn's disease; pellagra, and after surgical resection

Dosage and administration A single oral dose of 5g or 25g dissolved in up to 250ml water is given after an overnight fast.

Additional water may be given to ensure a urine flow of more than 60ml per hour. The amount recovered in the urine over a five-hour period is then estimated. Recovery of less than 16 per cent is usually indicative of malabsorption if renal function is not impaired. The test may need to be used in conjunction with faecal fat tests or nitrogen output tests to further differentiate the malabsorption

Contraindications and warnings Should only be used in pregnant women when essential

Side effects May cause diarrhoea, nausea and abdominal discomfort for a few hours after administration

Packs 5g (£1 trade) 12×5g in shrink-wrapped outer (£11), 25g (£3) and 12×25g in shrink-wrapped outer (£33)

Supply restrictions Pharmacy only
Issued January 1985

Innovace tabs

Manufacturer Merck Sharp & Dohme Ltd, Hoddesdon, Herts EN11 9BU

Description Peach, triangular tablets, marked "Innovace" containing 20mg enalapril maleate. Red, triangular tablets, marked "Innovace", containing 10mg enalapril maleate. White, half-scored, triangular tablets, marked "Innovace" containing 5mg enalapril maleate

Further information A long-acting non-sulphydryl angiotensin converting enzyme (ACE) inhibitor. It is thought that the sulphydryl group is responsible for side effects such as rashes, taste disturbance and proteinuria. Initially the product will be available for use only by hospital physicians, prior to being available to GPs

Indications All grades of essential hypertension. Congestive heart failure and renovascular hypertension. Following oral administration Innovace is rapidly absorbed and hydrolysed to enalaprilat, a highly specific, long acting non-sulphydryl ACE inhibitor

Dosage Maximum daily dose is 40mg. Absorption not affected by food. *Essential hypertension:* Usual maintenance dose is

20mg a day as a single dose. Treatment can be started with 10mg or 20mg once daily dependent on the degree of hypertension. For *mild hypertension* 10mg daily initially is recommended. For all other grades an initial dose of 20mg daily is recommended. In patients with severe hypertension a second antihypertensive usually a diuretic may be added. Patients may be transferred from other antihypertensive agents. Beta-blockers should be withdrawn gradually by titrating down after starting Innovace.

Renovascular hypertension: Initially 10mg daily. Most patients respond to 20mg daily.

Congestive heart failure: May be used as adjunct to other agents such as digitalis and/or diuretics. Initial daily dose is 10mg. Innovace is dialysable. Haemodialysis patients may be given the usual dose of the drug on dialysis days. On other days the dose is tailored to patient's need. Elderly patients may be more responsive than younger ones and the starting dose should not usually exceed 10mg daily

Contraindications Pregnancy. Has been shown to be foetotoxic in rabbits during mid and late pregnancy. Hypersensitivity

Precautions Symptomatic hypotension has happened rarely after the initial dose. It is more likely in volume-depleted patients. If hypotension does occur the patient should be placed supine. Treatment may continue when effective blood volume and pressure are resumed. Patients with impaired renal function may require reduced dose — see manufacturer's Data Sheet. When used as a single agent in hypertension negroes may show a reduced response. Ganglionic or adrenergic-blocking drugs should be combined with Innovace only under careful supervision. Concomitant therapy with lithium may increase serum concentration of lithium. Potassium supplements should be given with caution particularly in patients with impaired renal function, as they may lead to significant increases in potassium levels. No experience of its use in children. Use with caution in lactating mothers as it is not known whether it is excreted in breast milk

Side effects Generally well tolerated.

Dizziness, headache, fatigue and asthenia have been reported most frequently

Packs 5mg (50, £12.30); 10mg (50, £18.57); and 20mg (50, £23.40 all trade)

Supply restrictions Prescription only
Issued January 1985

Lagap generics

Branded generic presentations of allopurinol and spironolactone are now available from Lagap Pharmaceuticals.

Aloral tablets are white scored and marked "ALL 100" or "AL300" containing

100mg allopurinol (250, £24.35 trade) or 300mg allopurinol (28, £7.48) respectively.

Loractone tablets which are buff coloured, scored, film coated and marked "SPR25" or "SPR100" contain 25mg (500, £35) or 100mg (100, £28.40) respectively. *Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Guildford.*

BRIEFS

Fucidin cream is now available in 25g tubes (£3.56 trade). *Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR.*

Zinc containing iron preparations available again: Fesovit Z, Z Span, Feospan Z and Fefol Z Spansules are fully available again after temporary supply difficulties, say *SK&F Laboratories Ltd, Welwyn Garden City, Herts.*

Hexopal Forte compliance pack: Hexopal Forte tablets are to be available in C-Paks to aid compliance. They contain 112 tablets (£24.21 trade) blistered in 4×28 tablet strips. The 100-tablet pack remains available, say *Winthrop Laboratories, Sterling-Winthrop House, Onslow Street, Guildford, Surrey.*

Spirectic price reductions: DDSA have reduced the price of their Spirectic brand of spironolactone. The pale yellow, bi-convex tablets engraved "Spirectic 25" containing 25mg spironolactone are now £5.95 trade for 100 and £29.70 for 500. The pale yellow biconvex tablets engraved Spirectic 100 containing 100mg spironolactone are £24.60 for 100. *DDSA Pharmaceuticals, 310 Old Brompton Road, London SW5 9JQ.*

Oval colic drops: the recommended dosage has been changed. Infants of three to six months may take 0.5ml before feeds (maximum daily dose 2ml) and babies six to 24 months 0.5ml-1ml before feeds (maximum daily dose 4ml). *Pharmax Ltd, Bourne Road, Bexley, Kent.*

Ensure enriched

Abbott Laboratories have developed a new nutritional range to complement the Ensure range.

Enrich provides complete balanced nutritional support with added fibre, particularly suitable for chronic tube-feeding and for those patients who do not require a low-residue diet.

Twocal HN is a high nitrogen liquid feed for high calorie fluid-restricted patients. Osmolite is a lactose-free isotonic tube-feed and Polycose a carbohydrate supplement in powder and liquid forms.

ACBS status for Enrich only, has been confirmed. *Abbott Laboratories Ltd, Queenborough, Kent.*

In a changing World...

Pharmacies could close

Pharmacies could

'The end of the NHS'— John Marks

inn Marks
The government's limited list
proposal could herald the end
of the NHS, according to D
Council chairman
Marks, who

COMMENT

A watershed in the history of the NHS

THE decision by the Government to provide a limited list of medicines for "minor" ailments is a watershed in

of

Limited list catches all by surprise

...ment of the

Last week's announcement by the Government of the introduction of a limited prescribing list from next April will affect all sectors of the pharmaceutical industry and pharmacy.

All change for pharmacy

I remember as a youngster having to change from one tram to another in the city where I went to school, and the "stop" where that antediluvian vehicle ground to a halt when it joined another line. I remember the conductor's cry which one of the older boys, whose voice had broken, managed to imitate so successfully that we stopped too soon. Since the conductor had the chagrin of having we

'Two kinds of patient'

Two kinds of patient

Glasgow Local Medical Committee member among the first GPs in the country to 'grass-roots' verdict of unanimous opposition.

Glasgow LMC secretary Dr Gerrard McGlo... GPs attending a meeting the day after the f... mons announcement felt it would cause... make two kinds of noti... who can't...

...ing available...

Provisional list of medicines remaining available for prescription on the NHS

Available for prescription	Not available for prescription
Antacids	
Aluminium Hydroxide Mixture BP	
Aluminium Hydroxide Tablets BP	
Compound M...	Allo...
	Paed...

Antacids
Aluminium Hydroxide Mixture BP
Aluminium Hydroxide Tablets BP
Compound Magnesium Trisilicate Oral
Powder BP
Compound

Not available for prescription
All other antacids

Paediatric Dispersible Aspirin
Tablets BP
Paracetamol Tablets BP
Paracetamol

Acid Tablets BP
Solution BP
Hydrochloride Tablets BP
Acid Tablets BP

Allo

PRESCRIBING LIMITATION

Bureaucratic approach condemned

THE "bureaucratic approach" of the government's proposed limited list of medi-

...the one company you can depend on is WinPharm

You can always depend on the WinPharm product range

Really effective medicines. Sold under pharmacy control.

Backed by medical and scientific information services.

With trade margins
second-to-none.



You can always depend on WinPharm's support

Support for pharmacy, pharmacists professional activities and
leisure interests. Assistance with further education.

Promotion of the pharmacists professional role



In a changing world, the WinPharm range of pharmacy-only products
continue to offer you the professional and financial rewards of
effective counter recommendation.



Working with pharmacy for a healthier future

Sterling Winthrop House, Onslow Street, Guildford, Surrey GU1 4YS | Telephone: 0483 505515

ALL PRODUCT NAMES SHOWN ABOVE ARE REGISTERED TRADE MARKS

In a changing World...

PRESCRIBING LIMITATION Bureaucratic approach condemned

THE "bureaucratic approach" of the government's proposed limited list of medicines for "minor" ailments is condemned in a personal statement made to *The Pharmaceutical Journal* by the President of the Pharmaceutical Society (Dr. John Madge) on November 13.

For round table discussions on medical and pharmaceutical issues with a view to agreeing effective health care, the dismissal of the "inevitable" to the different strategies followed:

Dr Madge says:

It is a truly daunting experience for a President, while in the middle of dispensing, late on a Thursday afternoon, to receive a copy of a letter from the Minister for Health, entitled "Limiting the range of drugs prescribable under the National Health Service". The first reaction to such complex proposals could be little more than the Society's initial reaction that the Department's recognition of the important role in the provision of minor

under the NHS. The antacids are all "official" and do not, for example, include any alginate mixtures, as stated in the *Lancet* of May 1984. The treatment of anaemias with vitamin B12 is permissible under the NHS. The category of "pain" is clearly a problem for the pharmacist and pharmacist. "non-pharmaceutical" products are in a different category.

How will they know what the drug is given for?

NHS limited list plan

The outcome of plans to make savings on the NHS drugs bill (see p876) will be awaited with interest in West Germany even more severe exercise has succeeded

warned against extension of cover drugs for treating disorders, psychopharmacology, cardiotropics, antidiabetic drugs, analgesics, on both

Government proposals in full

prescription charge. The Government has more important uses for these drugs. It therefore proposes regulations to withdraw prescription and supply of these drugs and effective treatment for those

Savings may not come to £100m

The saving from introducing a limited list of drugs

In the case of one beefsteak, the list only contains gelatine. He remedied the restriction. The PPHO give the from the the

implications of the government's limited list

before the right one was found to suit the individual.

The government was quite wrong to assert that one antacid was much like any other. The alginate-containing antacids such as Gastrocote and Gaviscon excluded from the restricted list were proven in clinical trials to be more beneficial, especially in reflux oesophagitis.

Regarding the restricted laxatives, he believed patients were entitled to the newer and more palatable products than methylcellulose granules, the only oral preparation allowed.

"We have to be sensitive to their preferences because it encourages compliance. There are now much improved laxatives on the market. Granules are pretty unpalatable."

nesic episodes but clobazam, with a different chemical structure, was equivalent.

but the patients' ambulatory general makes them to driving clobazam equivalent.

Patients suing doctors for diazepam frequently in the past, he said.

The government wisely in the past as a hypnotic provided



"We could be witnessing the biggest DUMP campaign ever seen!"

and tooth an

...you can depend on Franolyn



Franolyn Expect and Franolyn Sed have never been prescription products. Nor have they ever been available anywhere but in the pharmacy. The twin products are carefully formulated for the specific purpose of pharmacy recommendation for troublesome coughs — a purpose more important now than ever.

The customers' answer to "What kind of cough?" leads naturally either to Franolyn Expect for a chesty cough or Franolyn Sed for one which is dry and irritating.

In a changing world, Franolyn Expect and Franolyn Sed will continue to offer you the professional and financial rewards of effective counter recommendation.



Each 5 ml of Franolyn Expect contains: Theophylline BP (Anhydrous) 60 mg, Guaiphenesin BPC 25 mg, Ephedrine BP 4.75 mg

Each 5 ml of Franolyn Sed contains: Dextromethorphan Hydrobromide BP 10 mg "Franolyn" is a registered trade mark.

Full information is available from WinPharm, Sterling-Winthrop House, Onslow Street, Guildford, Surrey, GU1 4YS Telephone (0483) 505515

£2m launch for Pond's sunpreps

Chesebrough-Pond's are launching, with a £2m support campaign, a range of sun preparations and a bath additive incorporating cocoa butter.

The sun preparations range comprises: factor 2 lotion for tanned skins (200ml, £3.99); factor 4 lotion for normal skins (200ml, £3.99); after sun milk (300ml, £3.99); factor 6 lotion for fair skin (200ml, £4.49); factor 8 lotion for sun sensitive skin and high protection lotion for children (both 200ml, £4.49).



J&J support shampoos on TV

Johnson & Johnson are backing their shampoo range with two national television advertising campaigns, with a combined spend of £2m. The campaigns will highlight the benefits of their baby shampoo and Empathy brands.

The Empathy commercial, featuring Gilliam Humphries, will break on January 20 and run for four weeks at peak viewing time. In the seven months since its launch, the brand has created new levels of awareness for the "over 40's" age group and has achieved a 2.3 per cent (Sept-Oct '83, SDC figures) share of the shampoo market, say J&J.

In the baby shampoo market, J&J are the long-standing brand leader, the company says. The new commercial, aimed primarily at mothers, highlights the "no more tears" benefit of their baby shampoo. The campaign will run for eight weeks, commencing early February, and will appear on ITV, Channel 4 and TV-am. Over 80 per cent of all women will see the commercial seven times on average.

"The cocoa butter ingredient combined with Pond's moisturisers keeps the skin soft and supple", says the company.

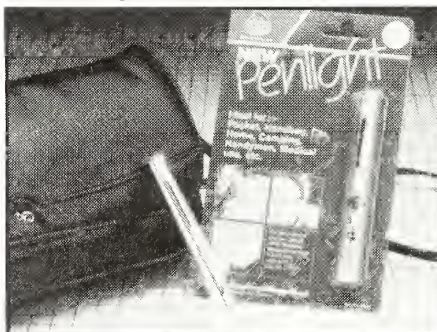
To coincide with the sun preparation launch, Chesebrough-Pond's are introducing creme bath with cocoa butter (200ml, £1.04; 300ml, £1.46) into the bath additive sector, which they say is growing at around 10 per cent.

All the new Pond's products are packaged in the same style as cream and cocoa butter skin softening lotion, and are colour-coded as to the contents: the sun preparation products featuring tan with and brown; after sun blue/grey and blue, and creme bath turquoise and ivory.

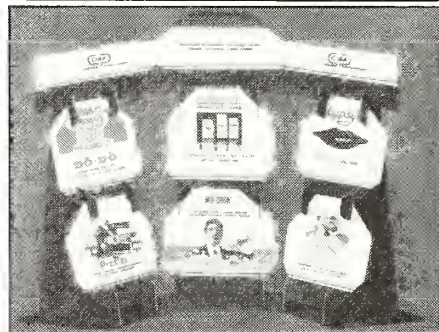
The cocoa butter range's marketing support will include £1.3m in national and television advertising, says Ciba. £400,000 on posters and women's Press. There will also be sampling, couponing and cross promotion at POS and through women's and holiday magazines.

Roy Gayton, marketing director of Chesebrough-Pond's HBA division, says: "Since its launch in 1982, Pond's cream and cocoa lotion has achieved a 10 per cent brand share and we felt that the consumer benefits of cocoa butter could be utilised in other product areas." *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

These campaigns are part of the marketing support package, including on-pack promotional activity, that J&J say they are putting behind their shampoo range in 1985. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA.*



A range of penlight torches has been added to the Vidor Batteries range. The Penlight, powered by two HP16 batteries, combines a pre-focussed forward beam with a diffusing lens for more general illumination. The torches (£1.89), with a metallic case in satin, gold or silver finish, are individually blister-packed on display cards. The outer carton, containing ten blister cards, has a fold-out heading. *Crompton Parkinson Ltd, Woodlands House, The Avenue, Cliftonville, NN1 5BS*



Ciba's window

Ciba Consumer Pharmaceuticals have designed window display material to feature six of the best-selling products from their OTC range — Otrivine nasal decongestant, original Lypsyl, Mucron tablet decongestant, Do-Do tablets, Proflex tablets and Bradosol lozenges.

The display emphasises the specialist nature of the pharmacist's role, say Ciba.

Twelve prizes of £100 Trust House Forte leisure cheques will be awarded to those outlets which feature the best displays throughout January and February. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

VO5 comes alive

Alberto are spending £1m on television advertising during January for VO5 styling mousse (London, TVS, Harlech and Scotland) and VO5 Alive (Central, Yorkshire, Tyne Tees and Anglia).

This is part of a total £2.6m spend for the two products in 1985.

VO5 hot oil will also be on the air in the London area throughout January and into February, corresponding with the £250,000 launch advertising for VO5 hot anti-dandruff from mid-January. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

Pearl's TV push

Cussons are spending £500,000 on a four-week nationwide television campaign throughout January for their Pearl soap, featuring the Sardinian beaches launch commercial.

Cussons say that Pearl, launched ten months ago, is firmly established in the beauty soap sector, with 6 per cent of the total toilet soap market. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Negative Alpine

Alpine Laboratories are offering vouchers for a free negative wallet with all processing orders. The wallet, obtainable in return for two vouchers, is designed to prevent the loss of negatives. *Alpine Laboratories, Upperthorpe, Sheffield.*

Chemist & Druggist 12 January 1985

Numark offers feature crystal

Numark's February promotion will run in-store from February 11-23.

Beecham Proprietary Medicines are offering a Heritage crystal wine goblet, initialled as required by the chemist, with every ten cases of mixed products ordered. For 40 cases, either a pair of goblets can be engraved with the retailers own "coat of arms" or a set of six goblets can be initialled.

Kimberly-Clark are offering retailers ordering ten cases across their sanpro range, including one case of Fems, a £5 Marks & Spencer voucher. For orders of 20 cases, including one case of Fems, there is a £15 Marks & Spencer voucher. Chemists ordering 25 cases or more will be included in a lucky draw for five prizes, each for £400 of a range of Edinburgh International Embassy lead crystal.

Items on promotion include Harmony colour, Band-Aid plasters, Body Mist 2 (plus 25 per cent extra free), Vosene, Silvikrin hairspray (plus 20 per cent extra free), Peaudouce Babyslips, Colgate dental cream, Mum Rollette refill, Blue II disposable razors, A'rixo, Kotex Simplicity, Sylphs, Dayfresh, Brevia, Fems, Imperial Leather soap, Radox Salts, Alberto VO5 hot oil, Matey, Miss Matey, MBE, Foamy shaving cream (plus 20 per cent extra), Nulon hand cream, Palmolive toilet soap, Sunsilk hairspray, Tender Touch wool, Pears soap, Silvikrin Shaders/Toners, Bodyform, Lucozade, ZR roll on (plus 25 per cent extra free), Sunsilk styling mousse, Harmony colour foam, NuSoft baby lotion, oil, shampoo and press on regular towels.

All these products will be advertised in *The Sun*, *News of the World*, *Sunday Post*, *TV Times*, *Woman's Own* and on Ulster TV. Merchandising materials will include window bills, shelf and stack cards.

RPM specials include Halls Mentholypus, Solmin, Karvol, Nurofen, E45 cream, Milk of Magnesia, Disprin, Veno's, Lemsip, Triogesic, Triominic, Blisteze cream, Discover 2, and Beecham powders, tablets, capsules and hot lemon. *Independent Chemists Marketing Ltd*, Boreham Road, Warminster, Wilts.

Banfi distributor

The distribution of Banfi products throughout the UK has been taken over by *Cosmeco Ltd*, Contec House, Junction Road, Burgess Hill, Sussex RH15 0JN.

Chemist & Druggist 12 January 1985



Cusson's soap golden 50 years

Cussons Imperial Leather is 50 years old in 1985. To celebrate the anniversary, the company is offering consumers the chance to win 50 solid 18-carat gold ingots, each the weight of a bar of Imperial Leather.

The prize-a-day competition will run for 50 weekdays from January 21 to March 29. Purchasers of special gold Imperial Leather packs have to ring a "golden hit line" and identify the day's "Golden hit", then send in its title with a simple tie-breaker. Full entry details and the regional phone numbers will be printed inside the

soap wrappers.

The larger the soap size of the winning entries, the more gold will be won. Cussons estimate that, at current bullion prices, the toilet, bath and family bars will bring gold prizes worth around £500, £850 and £1,300 respectively.

Throughout the promotion period, flashed single and twin packs will carry the gold competition information. Once the 50 days have passed, a 51st ingot may be won before entries finally close on June 30.

Cussons say the soap market is worth £89m with Imperial Leather the leading toilet soap taking a 15 per cent share.

Its fragrance — "leathery tabac" — was originally created by London perfumier Bayleys of Bond Street for Count Orlot, a Russian courtier. He required a perfume with a distinctive aroma of leather and "Eau de Cologne Imperial Leather Russe", as it was known, was made by combining 21 essential oils.

Cussons, who began as a family firm in a former dye works in Salford, bought Bayleys of Bond Street in 1921 and first introduced the soap in 1935. In 1955, they purchased Gerard Brothers of Nottingham who have since produced all the soap base for Cussons products.

Imperial Leather's unique shape and packaging were introduced in the 1950s and the first "triple bath" commercial appeared on television in 1971. *Cussons (UK) Ltd*, Kersal Vale, Manchester M7.

Horlicks tune up

Horlicks have signed up musician Richard Clayderman for what Beecham Foods claim is the brand's biggest consumer offer.

Consumers must send £2.99 with proofs of purchase from Horlicks or Instant Horlicks to receive a compilation of 14 tracks under the title "Relax with Richard Clayderman". Applicants can also enter a contest for a luxury weekend in Paris to meet the musician. The promotion lasts until March. *Beecham Foods*, *Beecham House*, Brentford, Middlesex TW8 9BD.

Arden Spring

Petals is Elizabeth Arden's new collection for the Spring... "the natural beauty of fragile pinks and delicate neutrals".

Designed to give subtle and merging shades, the range offers lipstick, nail polish, blusher and eye shadow.

Lipstick (£3.95) colours are rosepetal, pinkpetal, palepetal and cool cool red. Sugarcane lipgloss (£3.50) is also available. For nails, there's pink lotus,

clover, nectar and, again, cool cool red (all at £3.25).

Softblush and warmblush (£6.95) are new additions to the powder perfection for cheeks collection. Powder perfection for eyes (£6.25) has a honey/earth and haze/mist duo. A gentleshadows trio is available for £7.25. Finish makeup in alabaster rose (£7.50) completes the range. *Elizabeth Arden*, 13 Hanover Square, London W1R 0PA.

Chesebrough-Pond's are offering two products for the price of one — a 50ml Pond's cold cream cleanser banded to a 50ml Pond's dry skin cream.

The promotional pack contains six banded twinpacks, and is available while stocks last. Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.





The grief. The misery. All because you didn't stock up with Flex Frequent Use.

Revlon Flex announce the first shampoo and conditioner range specially formulated for frequent use, called simply—Flex Frequent Use.

And Revlon are supporting this major launch with a linked Women's Press and Television campaign (exclusively on TV-am) running from 17th January until 13th February.

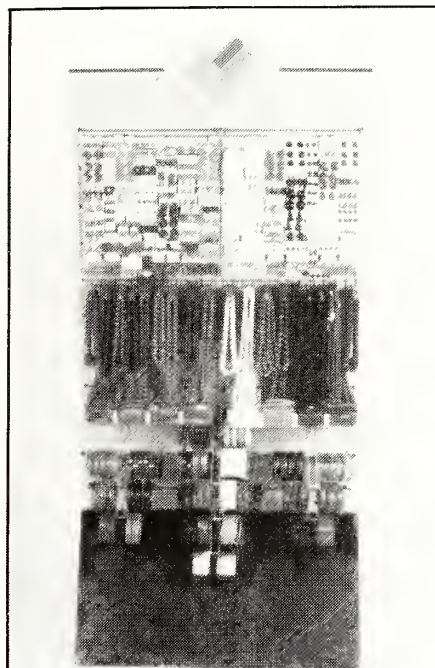


The press will also carry a £1 Refund by mail offer with 4.8 million redemption opportunities.

Frequent Use is your big opportunity to cash in on this important market sector.

Will you do it, or will you watch the commercials alone...? **REVLON**

FLEX FREQUENT USE



Branching out into jewellery

Retail Concepts are introducing a fashion jewellery and accessory package to the chemist trade.

Step Up allows chemists to sell earrings, necklaces, bangles and hair accessories priced from £0.65 to £9.99. The package calls for a minimum investment of around £500 and 1m of wall display space, but displays can be free standing and up to 4m.

All stock is supplied price marked. Tags removed at point of sale and returned to Retail Concepts allow replacement stock to closely match sales. Stock is reordered on a weekly basis and delivered through the post. Specific items can be asked for, or the company will supply new styles and colours as they perceive fashion and seasonal trends.

A free installation service is provided, the company says, with a merchandiser and advisory service encompassing new product input and seasonal colour changes, and assistance with local advertising.

A number of chemists are trialing the package, say Retail Concepts, including the Allens chain in the Midlands. Results to date suggest the volume of customer flow is the main determinant of success, since the jewellery is an impulse purchase. The company's standard systems, displaying between £1,000-£2,000 of merchandise at retail achieve annual stockturns of between eight and 20 times, they say.

The company will be exhibiting at the International Spring Fair in Birmingham. A brochure, including the Spring ranges, is available from *Retail Concepts*, 33 St Mary's Road, Market Harborough, Leics (0858 64363).

Chemist & Druggist 12 January 1985

Reckitt aid advice ads

Reckitt & Colman give a bit of extra emphasis to the "Ask your pharmacist" campaign with this door sticker, available from representatives. At the Unichem Convention in Portugal last year Mr Norman Thomason, commercial director, urged pharmacists to live up to the campaign and suggested a positive message at the point of contact — the pharmacy door. *Reckitt & Colman*, Dansom Lane, Hull HU8 7DS.



Gordon Smith, MPS, of Gordon Smith (Pharmaceutical Services Ltd), Southport, has won a holiday in the Trust House Forte hotel of his choice in the Hills Pharmaceuticals/Crookes holiday draw. Presenting the holiday brochure is Crookes North West regional accounts executive Liz Proctor.



ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television	C4 Channel 4	

Alberto VO5 Alive:	M, Y, NE, A
Alberto VO5 Styling mousse:	Ln, Sc, WW, S
Askit powders:	S, G
Aspro Clear:	All areas
Comtrex:	All areas
Cussons Pearl:	All areas
Hills Balsam:	Lc, Y
Hills pastilles:	Bt
Crookes Karvol:	All areas
Numark promotions:	U
Proflex:	All areas
Rennie:	All except U, C4
Scholl thermal insoles	All areas
Strepsils:	All areas
TCP throat pastilles:	M, Lc, Y, Ne

No.1 in Hair Care

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

Lady Jayne

Laughton & Sons Limited,
Warstock Road, Birmingham
021-474 5201

Sunsilk In The M



BIGGEST BRANDS

BIGGEST SALES

BIGGEST PROFITS

Introduces Mousses



Now Sunsilk, the leading name in haircare, brings you new Sunsilk Styling Mousse.

Our two variants: Regular Hold for body and volume, and Extra Hold for more daring hairstyles, are sure to expand the market with new users!

And we'll be backing the launch with a total support package of \$1 million, which means women everywhere will be introducing themselves to moussing – Sunsilk style!

So now that you've met our mousses, stock them! And say 'hello' to new profits.

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



White willow joins Badedas

Beecham are introducing a white willow bath gelee into the Badedas range to complement the existing horse chestnut product.

The new fragrance (125ml, £2.14,



300ml, £3.57), like the original Badedas, is designed to appeal to both men and women, says brand manager Tom Noble. The product, a thick aquamarine gel, is packed in the current Badedas style, but with blue-turquoise colouring depicting white willow.

The bath additives market is worth £35m, according to Mr Noble. "Badedas is one of our most consistently successful products. Over the last five years volume sales have increased by 40 per cent."

To complement the launch Beecham are introducing a consumer offer of Slix swimwear across the whole Badedas range. In return for two pack tops from any item in the range, consumers will be offered a swimsuit for £11.75, a skirt for £13.25 or the set for £21.75 — almost 50 per cent below rrp say Beecham.

The promotion will be featured on pack crownners for the next two months and will last until October. A showcard and shelf edger are available to support the promotion. A similar lingerie offer which ran last Summer increased sales by 25 per cent during the offer period, says Mr Noble. The range will continue to be supported in the women's Press. *Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Crunchtime test

Halls have launched Crunchtime (16p), a snack biscuit containing oats and honey.

Crunchtime is initially available in test markets covering the Tyne Tees, Yorkshire, Granada and TVS television areas and is supported by poster, radio and Press advertisements. *Hall Brothers, Dumers Lane, Radcliffe, Manchester.*

Konica prices up

Konica are increasing the prices of their cameras, films, accessories and paper on February 17. The increases will be: 10 per cent on colour film, and cameras, 10-40 per cent on accessories and 8.8 per cent on photographic paper. *Konica (UK), Konishiruko House, 150 Hampton Road West, Feltham, Middlesex.*

Cosmic scent

Cosmic marketing are introducing a range of mid-market fragrances.

The collection comprises Mikaasa (85ml; £3.99), Camelia (85ml; £3.49), Essence of love (50ml; £2.29), Essence of

life (50ml; £2.29), Wild Jasmine (85ml; £3.99) and Wild Musk (85ml; £2.99) Launch offers are available on all three products and a tester is provided with each outer of 12. POS material is currently in preparation, with a women's Press campaign planned for March.

"We're trying to provide a mass-market product for the under £4 group, but with the accent very much on quality" says sales manager Chris Northern. *Cosmic Marketing, 63 Causeway Road, Corby, Northants.*

£1m put behind denture fixatives

Stafford-Miller are putting £1m behind their Super Wernets, Super Poli-grip and Dentu-hold brands in 1985.

Super Poli-grip and Dentu-hold are to feature in national television campaigns and Super Wernets is to be supported in national Press campaigns. There is to be a separate push in Scotland for Super Poli-grip only — with a national equivalent spend to that on all three brands in the rest of the UK.

Television advertising for Super Poli-grip starts on January 14, running for five weeks, with a second five-week burst in July and August. The Scottish campaign for Super Poli-grip is to run from February 18 to March 18 and again from July 22 to August 19.

Dentu-hold features on television from March 4 for four weeks.

Super Wernets is to appear in national Press dailies and weeklies in June and July, and in October and November.

Stafford-Miller claim that their denture fixative brands account for a 77 per cent sterling share of the UK market. *Stafford-Miller Ltd, The Common, Hatfield, Herts.*

New Insolites

Guerlain have launched Insolites make-up range featuring new Spring colours.

The collection features a number of product introductions: creme concealer (£10) designed to mask any imperfections in the skin; nail care creme (15ml, £6.25); protective base for the eyelids (5ml, £8.50) and teint eclat foundation (£10.50). *Guerlain Ltd, 22 Aintree Road, Perivale, Greenford, Middlesex.*

Alpine Laboratories and 3M have donated film and free processing services to a canoe expedition attempting the first ever descent of the Tamba Khosi river in the Himalayas. Angela Colmar (left), Frank Staniland and Julie Hewitt left from Sheffield station (above) on December 12 and are due to return on January 16.





For blocked passages, congested shops and bunged-up tills.

Mu-Cron.

To be taken in large quantities to relieve the effects of nationally televised spots and of hyperpublicity causing abnormal sales.

Dosage: £1,250,000. To be taken in

regularly on national TV throughout the winter, before and after meals. If sales persist consult your distributor.

Ciba Consumer Pharmaceuticals,
Wimblehurst Rd, Horsham, West Sussex.

MU-CRON IS A REGISTERED TRADEMARK.

Farley's put £2m on rusks

"So Farley's so good" is the theme for what is described as "the biggest and most comprehensive support ever for Farley's Rusks."

The £2m campaign is due for launch on January 14 using television and Press. And it will be on going throughout the year rather than in the traditional two bursts, say Farley Health Products.

Women, Mother & Baby and baby annuals will be included in the Press campaign. Television coverage begins on TV AM.

The commercials will be seen on average nine times and Farley's expect the combined television and Press campaigns to reach more than 85 per cent of the target market in all parts of the country.

Farley's rusks now take an 87 per cent volume share of the market which is an increase of 4 per cent since the introduction of low sugar rusks in 1983, says the company. The low sugar rusks themselves are the number two brand, say Farley Health Products Ltd, Torr Lane, Plymouth PL1 5UA.

Twice as Simple

Simple say they are doubling their television campaign expenditure this year with a £1m plus spend. New commercials, with the theme "Simple — why make your life more complicated?", will appear nationally on Channel 4. The campaign, which consists of one 30-second and three 10-second commercials, will run for 11 months of the year. Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex.



Irwin Donne (centre left), MPS, of Irwin Donne (Chemists) Ltd, Harrogate, North Yorkshire, has won the Unichem "Video Star" competition run in conjunction with Johnson & Johnson. Mr Donne and his wife, Doreen, receive the prizes from Unichem chairman Norman Sampson (right) and Johnson & Johnson sales representative Howard Sims



Wood's fresher breath spray

Air sanitizer manufacturers G.H. Wood are now making a bid for fresher breath.

The company has produced what it describes as a non-bitter, pleasant-tasting mouth spray breath freshener.

The "mildly medicated" freshener includes ingredients such as oil of peppermint and comes in a dispenser with a green and gold finish (£1 20). G.H. Wood & Co Ltd, Wealdstone Road, Kimpton Road, Industrial Estate, Sutton, Surrey SM3 9QN.

Tablet helper

A new range of medical information jewellery from SOS Talisman has the additional space to carry tablets.

The new range, designed — with hospital advice — for diabetics and heart patients, offers chrome capsules (with chain, £11.70, without, £10.50) or gold capsules (with chain £11.75, without, £14.95). All carry the original paper strip for details of blood group, allergies and so on. Talisman Ltd, 21 Grays Corner, Ley Street, Ilford, Essex IG2 7RQ.

Gift soap for Mothers' Day

Potter & Moore are following up their five bar pack of gift soap with a Mothers' Day offer. Each of the 25g soaps are now offered individually, to retail at £0.29 — well within the budget for children of every age to offer to their mothers on March 17, says the company.

The gift soaps come ready to display on a unit which holds 60 pieces, 12 of the five fragrances: wild rose, herbal, scented geranium, english lavender and indigo. The offer is available from late February for immediate delivery. Potter & Moore, Lincoln Road, Werrington, Peterborough PE4 6LB.

Beauty market looking good?

Sales of cosmetics, covering fragrances and make-up, rose by 17 per cent in 1983 at current prices with a total market worth some £412m at rsp.

A study by Market Assessment suggests that fragrances account for some £215m—£225m of the total market, a significant proportion of which is represented by duty-free sales. The overall market in real terms has shown recovery from the recession over the last two years, partly due to a 9.9 per cent growth in the fine fragrances sector in 1983. Economic recovery has also stimulated increased purchasing. Further steady growth in the fragrance sector is forecast.

Advertising of perfumes and toilet waters virtually doubled to over £14m between 1978 and 1983, led by Max Factor, Lenthéric, Yardley and Estée Lauder, with a further £7m spent on cosmetics, says the report.

The make-up sector, covering eye and face make-up, highlighters, blushers and toners, lipsticks and nail preparations, is estimated to be worth £124m at rsp, compared with £97m in 1978. In real terms, however, the sector shows a 12 per cent decline.

The make-up market as a whole, the report concludes, "can look forward to nothing better than a value increasing in line with inflation: overall usage will not increase significantly".

Market Assessment Products Group Report on Cosmetics (£150).

Sales of analgesics are set to show good growth over the next five years, due to higher prescription costs and improved consumer awareness of OTC brands and products.

A new study by Market Assessment says that prescription and OTC sales of analgesics are roughly equal, with the OTC sector worth around £74m in 1983.

The report suggests future sales should swing towards OTC with ibuprofen deregulation and the trend towards home medication, caused by prescription charges and self-certification.

Besides analgesics, the study also covers cough and cold remedies, vitamins, bite and burn preparations, balms, adhesive dressings and antiseptics. It values the home medicare market at £300m in 1983, 19 per cent up on 1978 in real terms. Market Assessment Product Group Report on Home Medicare, Market Assessment Publications Ltd, 2 Duncan Terrace, London N1 8BZ.

Chemist & Druggist 12 January 1985

Why can't this man get Slender?



It's not his appetite that's at fault. It's just that he's not a chemist or druggist. And as these

are the only places where the Slender range of products are available, he hasn't a chance.

The Slender Market that's growing!

Strongly established as the tried and trusted name in diet meals, Carnation Slender has the good taste to bring customers back time after time. And in the newer low calorie market, Slender Slim Soups are far and away brand leaders in your sector, with 55% share of sales. While the total range continues to grow year by year.

£350,000 Spend

We're spending £350,000 this year on the Slender range, with striking advertisements in women's press and slimming magazines telling them to come to you for their Slender products. So be sure to have all the stock you'll need - because as this man can't get it, it makes sense to make sure your customers can.



Carnation
Slender
RANGE

When you lose weight with Slender you do it with taste!



**STERLING
ARE
WAY OUT
BY
BETTER**

Sterling

For baby
trust Sterling
Mums wh

NEW FORMULA BABY WET ONES.

Baby Wet Ones have been specially formulated by Sterling Health to help prevent nappy rash.

Their gentle triple action gets rid of bacteria that causes nappy rash, neutralises the ammonia which irritates tender skin and restores the natural Ph balance.

Baby Wet Ones are for caring Mums who are looking for more than just a cleansing wipe. And it took a Health Care company to give it to them.

BIGGEST EVER TELEVISION, PLUS PRESS AND PROMOTIONS IN DECEMBER, JANUARY AND FEBRUARY WILL KEEP BABY WET ONES THE MARKET LEADER.

**HEALTH
PLAYING
IN FRONT
BEING
BEHIND.**

Health

Health care,
Health to give
they want.



SUPER SOFTIES.

Sterling Health specially developed Super Softies to be the ultimate skin care wipe. Firstly, Super Softies had to be bigger and softer than ordinary wipes. Then they needed a gentle cleansing lotion that Sterling Health clinically tested for mildness. Lanolin was added to protect and care for delicate skins.

The result? An extra quality wipe that cleanses thoroughly and gently ... and cares as it cleans. It took a Health Care company to produce a product like Super Softies.

THE BIGGEST WIPE DESERVES BIG SUPPORT - SO THERE ARE SUPER NEW PROMOTIONS ON THE WAY!



Why get upset about head lice?

When your customers ask your advice about a louse treatment, always recommend Prioderm[®] (malathion) or Carylderm[®] (carbaryl) preparations.

Both of these modern insecticides kill lice and eggs within seconds of contact. In one application. Even lice now resistant to some other insecticides. And with a residual effect that prevents any new infestations for up to six weeks!^{1,2} Could any other recommendation be more effective than this?

Recommend the most effective treatments of all.



Prioderm[®] and Carylderm[®] preparations

Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of Napp Pharmaceutical Group

References 1 J Roy Soc Health (1977) 97 (6), 291 2 J Roy Soc Health (1979) 99 (4), 173 ©Napp Laboratories Limited 1984 ® Prioderm and Carylderm are Registered Trade Marks

The Napp Comb
Improved design,
superior to other
combs on the market.
Designed to remove
dead eggs and nits
from hair cleanly
and easily. A useful
adjunct for every
insecticide customer.



Days in Moscow

Having completed a stint as a rep in India, it was time for pharmacist Allon Wilson to go home. But rather than travel the easy way, he decided to go via Moscow...

There was some work to do in Bombay and then I had to go to Delhi to see the controller of drug import licences... when I suddenly got the idea (twenty-five years ago) of coming home via Moscow.

So I asked the travel agent how much extra that would cost. He forecast "plenty" but the next day, all full of smiles, he said it would not cost a penny more!

Accordingly, I asked him to book me on the Aeroflot clipper from Djakarta — and learned my first lesson about the Soviet Union. Ability to pay does not mean that you can do what you want, when you want, the way you want. Roubles do not work like that. You have to learn the system. Once this is understood, you can get along fine.

However, it was possible to join the Air India flight from Delhi to Moscow and I eventually did, after work, one Friday afternoon. It was a long way, the Boeing 707 was full of people and needed a full load of fuel for the journey. The heat on the ground was fierce; the air thin. The plane just cleared the end of the runway and we were hedge-hopping for about 25 minutes.

The Himalayas showed up magnificently on our right as we headed towards the Hindu Kush ranges. We flew over Kabul, then Tashkent and on to one of life's biggest surprises... flying hour after hour over nothing recognisable. No roads, no houses, no flocks, no trees, no grass, and featureless too! A crueller land than any of the deserts encountered in the war years. Later, it was discovered that these were great salt plains left by a long-vanished sea, of which only the Aral remains.

On arrival at Moscow an Intourist man had a car waiting to take us to the hotel. On the drive into town, wooden dachas (houses) were just like those in the fairy tale books. Outside one a woman was washing clothes the same way they did in the India we had left. Then the great grim tank-trap monument showed how near the Nazi's got to Moscow.

The hotel foyer was heavily ornate and the dining-room was definitely, I thought, *fin du siècle*. In the morning, the hotel was found to be what they call a "tall building", Stalinist style, actually built in 1954: a skyscraper.

A guide arrived with a limousine and I told her what I wanted to see. Wrong again! She had a standard tour which she had to carry through. We went to Red Square. I asked her what the queue was, and she said: "It's to see Lenin".

"Let's go," I suggested.

"Are you prepared to let a limousine and driver wait here whilst we go into the mausoleum? Such a waste." Indignation!

"Are you a good Communist?" I asked.

She stopped the car, took me to the head of the queue, spoke to a soldier and we went straight in.

The impact was quite tremendous. The man who raised hope in the hearts of millions lay there enshrined with an endless stream of ordinary people filing reverently past.

Back in the car she took me to a fine viewpoint overlooking Moscow with the great Lenin Sports Stadium in the curve of the river below us. Turning round she said: "And this is Moscow University."

"I told you to skip this" I reminded her, got back in the car and said: "Now please take me to some of the streets I asked to see." And she did, having faithfully done the standard round, take me to see some fine old buildings. I discovered "old" was "bad".

"You only want to see old things," she accused me.

"I want to see beautiful things" I countered.

Learning the ropes

But I was beginning to learn the system. So much so, that I secured a seat for the Bolshoi theatre for that very evening — and went off to the Tretyakov art gallery to see a picture in which I had a special interest. A vast feast of Impressionists was there to be enjoyed and, surprise surprise, Picassos galore.

But the gallery in which the Lotto was hung, displayed the dreaded card *Remont* — frequently to be seen on lifts — meaning "under repair".

I went to the desk, asked to see the Director and told the minion who turned up that I had come a long way especially to see that one picture. Shortly he returned with a fat jolly woman and they took me by a back way into the gallery. The man motioned me into a comfortable chair whilst the woman took the million dollar painting off the wall and put it in my hands. Things like that happen in Russia...

At the Bolshoi it was an Opera night. There was the Red Square and the Spasskaya Tower again, magnificently, on the stage this time, with a full orchestra and great singers. The story began.

Unfortunately my programme lacked the insert naming the singers.

"Do you speak English?" I asked a lady in the next seat.

"A leetle," she replied and lent me her leaflet.

She was an engineer from Thallin, on holiday. She was also an oarswoman, in the international team. She had huge hands and a big build and was concerned that these assets might make it hard to find a husband. Three years later came a message at Christmas: "I have a son." So all was well!

An engineer is a most prestigious job in Soviet society. A doctor is ranked there similar to the community pharmacist here.

Most of the doctors are woman, a legacy of the days when the men had to go to war. Women really do rank equally with men. But, sad to say, they do all the housework as well. And the shopping can be formidable.

The hotels and so much of Moscow was run by plump, competent, quiet, pleasant, elderly women, the widows of the war years, mellowed by suffering.

I found the big pharmacy in Gorki Street and one even better stocked behind GUM, the departmental store. Medicines had to be paid for but they only cost a few pence. If one really needs a costly Western product it can be found in hospitals.

Distribution is a problem in such a huge country with harsh Winter conditions. The pharmacies tell the doctors what is in stock, and it would be silly to prescribe something which might take a week or two to arrive.

Twenty-two years to the day almost, before the Pharmaceutical Society was founded, William Allen inspected Moscow hospitals. After leaving St Petersburg, where he had visited the Peter and Paul hospital there, in April 1819 he wrote that of all the hospitals of Europe, he had seen no better.

Some 150 years later, when the writer's prostate blew up in Moscow, he was offered the operation, 10 days in hospital, 14 days convalescence in a home by the Black Sea and repatriation, at no charge whatsoever. People are really cared for and foreigners too, without question. If one ever has a heart attack in a Moscow street, a doctor can be expected in minutes.

Leaving Moscow on Monday morning (it is not very far away) I was in the works canteen by lunch-time. The managing director spotted me. "Where have you come back from this time?" he asked.

"Moscow," I replied.

He was greatly surprised, questioned me and finally said: "Well, from to-day on, you're our expert in East European affairs."

This jest, in the fullness of time, led to very big business indeed for British pharmaceuticals.

But that is another story!

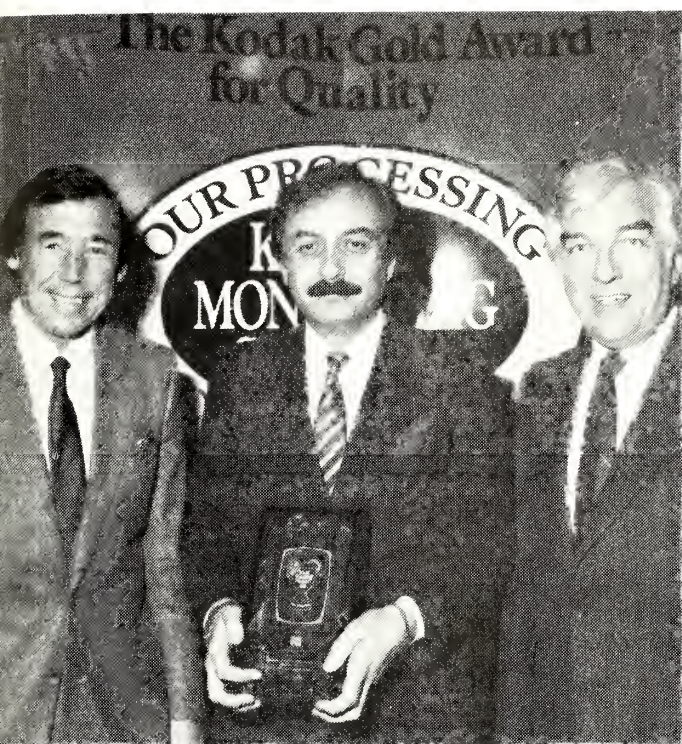


Three Win Gold

Congratulations to Colorama Processing Laboratories of London, Nashua Photo Products of Paignton and Anglia Photo Works of Cambridge for winning the highest accolade in the photo-finishing industry - the Kodak Gold Awards for Quality. It is nothing less than they deserve for producing such consistently high standards over the past four months. Also, let us not forget B Alan Freegard of Poole and One Hour Foto of Maidstone who have won Silver Awards for outstanding quality in September/October.

TABLE OF MERIT, OCTOBER 1984

Anglia Photo Works, Cambridge
B Alan Freegard, Poole
Colorama Processing Laboratories, London
Fotomatic, Leigh-on-Sea
Grunwick Processing Laboratories Limited,
Borehamwood
Nashua Photo Products, Paignton
One Hour Foto, Maidstone



Gordon Banks presents Nashua Photo Products Limited of Paignton with their Kodak Gold Award for Quality. From left to right: Gordon Banks, George Mercer (Managing Director, Nashua), Geoff Cadogan (Manager of Kodak Finisher Sales).



Bob Champion presents Anglia Photo Works of Cambridge with their second Kodak Gold Award for Quality. From left to right: Mr Geoff Cadogan (Manager of Kodak Finisher Sales), Mr Tom Johnson (Managing Director Anglia Photo Works Ltd) and Mr Bob Champion.



The current Miss U.K. Vivienne Rook presents Colorama Processing Laboratories London with their Kodak Gold Award for Quality. From left to right Naresh Patel (Chairman Colorama), Vivienne Rook and Geoff Cadogan (Manager of Kodak Finisher Sales).

THE KODAK AWARDS FOR Quality

The competition is open to all independent photofinishers who use KODAK "Ektacolor" paper and formulated Chemicals. Kodak and its subsidiary companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Monitoring Service are automatically included in the scheme which runs from April to November 1984.



**Smile. It's on 'Kodak' paper.
It makes your pictures better.**



Kodak and Ektacolor are trade marks

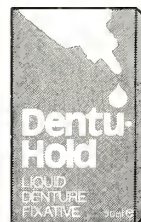
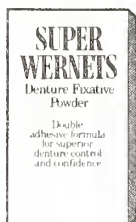


A £1m denture fixative campaign continues tonight.

There are 18 million denture wearers, not unlike Joe Jordan here.

In a bid to speak to as many of them as possible, we're spending £1m during 1985. Because the more people we reach,

the more product you sell. And as Super Wernets, Super Poligrip and Dentu-Hold already account for 77% of the market, we've even saved you the bother of having to stock anything else.



Pharmacists find greater demand for their advice

Why do pharmacists recommend particular medicines when asked for advice? And what influence does the pharmacist have on the customer? Katy Goulden, research executive, Martin-Hamblin Research, reports on their sixth and latest survey. Pharmacists are seen as a source of quick and convenient professional advice and frequently, as a source of cheaper medication.

As in 1982, over 90 per cent of pharmacists thought their advice was sought more frequently, or about the same, as a year ago. However, in 1982, 60 per cent thought high prescription charges the reason, compared to a much reduced 25 per cent in 1984. More relevant reasons in 1984 were thought to be Press advice (National Pharmaceutical Association campaign) or posters in doctors' surgeries (nearly half the respondents) and the personal service/trust placed in the local pharmacist (nearly a third of respondents). Many other reasons were quoted, most relating to the inconvenience of visiting a doctor, or lack of time and sympathy available from doctors.

As in previous years, the study covers two important aspects of these pharmacist recommendations, namely, sources of influence on the pharmacist (journals, advertising, company promotions, representatives, etc) and the pharmacist's influence on his customer by way of product recommendation in a wide range of ailment areas. Recommendations of chief assistants are determined separately, giving rise to some very interesting comparisons.

For the 1984 study, some 200 pharmacists and 200 assistants were interviewed. Twenty-five therapeutic areas were covered (see table 1). Three new additions in 1984 were pregnancy testing, bites and stings and migraine. Burns and scalds and obesity/overweight were not covered this year. The fieldwork took place in October in a selection of pharmacies all over the country.

In addition to providing details of current product recommendations, the report also provides comparisons of this data with that obtained in the previous surveys. This trend data is presented as computer graphics which display for 1976-84 (a) the average number of times per week the pharmacist and, separately, his assistant, is asked for advice on each ailment, and (b) the percentage of pharmacists recommending certain

products when asked by their customers for advice.

The 1984 data itself includes nearly 600 statistical tables. The information is broken down according to: the number of years the pharmacist has been qualified, his location, whether it be urban, semi-urban or rural location, the type of pharmacy (single outlet, multiple and so on) and its geographical location.

The general section of the survey includes questions relating to influences upon the pharmacist. As in 1982, pharmacists were visited by an average of seven representatives a month who were promoting OTC products. Representatives, wholesalers and distributors remain by far the pharmacists' biggest source of information about special offers.

Table 1: Frequency with which pharmacists are asked for advice (rank order)

1. Coughs (Autumn and Winter)
2. Headcolds (Autumn and Winter)
3. Flu (Autumn and Winter)
4. Catarrh (Autumn and Winter)
5. Sore Throats
6. Coughs (Spring and Summer)
7. Headache
8. Headcolds (Spring and Summer)
9. Hay fever
10. Diarrhoea
11. Indigestion/dyspepsia
12. Rheumatic aches and pains
13. Catarrh (Spring and Summer)
14. Mouth Ulcers
15. Feeling run down/in need of a tonic
16. Spots, pimples and acne
17. Flu (Spring and Summer)
18. Travel sickness
19. Sunburn
20. Teething problems in babies
21. Nappy rash
22. Cuts and abrasions
23. Red/sore/tired eyes
24. Haemorrhoids
25. Athletes foot
26. Migraine
27. Pregnancy testing

Wellcome, Beecham and Winpharm still top the list of those providing the most useful display material. The main attributes being attractive and colourful units, economical on space and of a functional or practical design.

However, there has been an increase this year in the number of companies quoted by pharmacists as providing the most useful display material.

Wellcome, Beecham and Parke-Davis continue to be the companies offering the most attractive trade terms in the view of pharmacists.

Also in the general section were replies to questions relating to the new availability of ibuprofen as an OTC product. It also gives pharmacists' attitudes on the possibility of other products becoming available on their recommendations. The products which are currently only available on prescription which pharmacists would most like to be able to provide themselves are a few selected antibiotics and some forms of eye-drops or creams (especially chloramphenicol preparations).

Information on purchasing responsibility of pharmacists was included again this year. As in 1975, three-quarters of pharmacists had individual responsibility for purchasing, though this year the younger pharmacists were less likely to have sole responsibility. In 1982, those qualified over 26 years were less likely to have sole purchasing responsibility. Another 16 per cent of pharmacists have collective responsibility for purchasing decisions.

As in previous MH surveys, the most common conditions for which customers seek advice are coughs and headcolds — both in Autumn and Winter (table 1). For a number of therapeutic areas, there is an increase in the number of customers seeking advice from the pharmacist himself rather than from his assistant, though this varies between different parts of the country and with what the problem is. Overall, assistants do receive more requests from customers than pharmacists do.

In general, neither pharmacists nor assistants were very likely to recommend a customer to consult a doctor about minor ailments. Such advice was more likely to be given if the customer requested a product for haemorrhoids, rheumatic aches and pains, red, sore or tired eyes or pregnancy testing.

More details of this survey, the results of which are available in individual therapeutic sections, are available from *K. Goulden, Martin Hamblin Research, 14 Headfort Place, London, SW1X 7HN (tel 01-235 5444).*

The dispensing paradox in the Medicines Act

After spending most of his career in industry since qualifying in 1948, Mr K.J. Knight, FPS, of Haslemere, Surrey, is now a branch manager for Kingswood Chemists. He takes a look at what key sections of the Medicines Act 1968 actually say on doctor dispensing, and how they have been interpreted both before and after Tenterden.

The recent formation of the Dispensing Doctors Association signifies that a major assault is being developed on community pharmacy in rural and semi-rural areas. If those in urban and inner city areas consider they are safe, they will be shown to be wrong — original pack dispensing and computerised prescribing and dispensing will ensure otherwise. Such a trend, if community pharmacy counselling and service has any utility, is not in the public interest and questions the long-term future of pharmacy.

It is recognised and sometimes openly

admitted that community doctor dispensing is not normally carried out by doctors but is usually done by unsupervised lay staff whose training and standards would not be acceptable in a pharmacy.

Section 52 of the Medicines Act 1968 relates to the sale or supply of medicinal products, not on the General Sale List. The requirement is that the transactions shall be carried out by a person who must be a pharmacist or someone who acts under his supervision, working in a registered pharmacy.

Doctors are exempted by means of

Section 55, which states: "The restrictions imposed by Section 52....do not apply to the sale, offer for sale or supply of a medicinal product by a doctor or dentist to a patient of his....or in the course of the business of a hospital or health centre."

We can eliminate health centres from this discourse because, by Section 21 of the National Health Service Act 1946, if a pharmaceutical service is provided, it is required to be provided by registered pharmacists.

The two key phrases in the Medicines Act 1968, leading to the exemption of doctors from the restrictions relating to the sale or supply of medicines, are "No person shall...." and "....do not apply to the sale or supply....by a doctor or dentist to a patient of his".

'No person'

Many would say "no person" is quite clear and means exactly what it says. However, it could be reasoned that it can include a subordinate acting under supervision or more tenuously by delegation. It is interesting to observe that dispensing under the supervision of a pharmacist is specifically referred to and

Powder puffs, skin creams, make-up, shaving brushes, tooth brushes, manicure cases, soap, hair-slides, combs, sponges, perfumes, and many other beautiful things might particularly take your fancy in Frankfurt between **23. 2. and 27. 2. 1985.**

Fair admission tickets
(advance sale at reduced rates)
information and travel tips
are available from
COLLINS & ENDRES
18 Golden Square,
London, W1R 3AG
Telephone 01 734 0543
Telex LOP G LDN 262236

The **Trade Fair Toiletries,**

Perfumery, Hairdressers'

Accessories will take

place from 23. 2. to 27. 2.

1985. With another seven

trade fairs which together

make up the Frankfurt

International Trade Fair.

The largest trade fair for

consumer goods in the

world.

 **Messe
Frankfurt**



allowed by Section 52 of the Act. But, in exempting doctors from the requirement of that Section, there is no mention of supervision, which is in itself indicative of Parliament's intention.

However, if we examine Section 58, Parliament's intention becomes quite clear. Section 58, which is concerned with POMs, exempts doctors from requiring a prescription to sell or supply them by using the phrases "No person shall" and "shall not apply to the sale or supply....to a patient of his by a doctor or a dentist."

For practical purposes, the phrases are the same and therefore have the same meaning. Therefore, if a doctor can delegate the sale or supply of medicines to, say, a receptionist, then he can delegate the sale or supply of POMs without a prescription to a receptionist. But if he cannot do the latter, as is the case, then he cannot do the former. It therefore follows that the two phrases to which I have referred mean exactly what they say, and a doctor cannot delegate the dispensing function to a receptionist in the circumstances in which it is widely carried out.

The only way in which a doctor can dispense is for him to do it himself, with or without attendant assistance, and for the doctor to supply the medicine personally to "the patient of his."

That doctors cannot do as they will and like pharmacists are circumscribed by the law, is confirmed by reference to Section 51. This section exempts GSLs from Section 52 because they "can with reasonable safety be sold or supplied otherwise than by or under the supervision of a pharmacist".

Therefore, pharmacy-only medicines and POMs can only safely be sold or supplied under a pharmacist's personal control. The public safety factor is the *raison d'être* of this part of the Act. Exempting doctors from Section 52 means the doctor is not relieved from the safety requirement. He is replacing the pharmacist and is solely exempted from Section 52 because of his professional function and training with the added restriction that he can only supply "to a patient of his".

Tenterden decision

I now come to the Tenterden decision on the interpretation of Section 55. There are three flaws in it:

1) It was based on an idealised relationship between doctor and "dispenser" which does not exist. We all know that POMs are frequently dispensed and supplied without the doctor being aware that a transaction has taken place until some time later. A clear breach of both Section 52 and Section 58 — and a defiance of Section 51.

2) No account was taken of the implications of Section 51 and Section 58 and to which I

have referred earlier.

3) In giving his opinion, Mr Justice Gibson said that Section 52 covered the supply of medicines by means of NHS prescriptions "whether the supply is effected by a dispensing chemist or dispensing doctor." He then went on to say: "the prohibition contained in Section 52, as modified by the exemptions conferred by Section 55, must be construed with regard to the fact that breach of the prohibition is....provided to be a criminal offence under Section 67."

In other words, Section 55 should be interpreted in such a way that doctors in

breach of Section 52 are not guilty of a Section 67 offence. But pharmacists are charged from time to time for such offences and Section 52 applies equally to doctors and pharmacists. Therefore, either pharmacists should no longer be so charged or the decision is bad law.

It is said that the Pharmaceutical Society maintains that doctors can delegate dispensing to whomsoever they wish. We live in a rapidly changing world. If we do not take that which is presently ours, it will be taken from us. The time has come for us to cross the Rubicon.



It's a natural.

Naturally you'd expect Tiger Balm to be the choice of your discerning customers. Its therapeutic qualities aid in the relief of muscular aches and pains, without the use of synthetics or animal derivatives.

It's a natural too for you to stock and sell. Available to chemists from wholesalers or De Witt International Limited, Seymour Road, London, E10 7LX. Tel: 01-539 3334



Please supply Tiger Balm information to:

Name _____ CD 12/1/85

Company _____

Address _____

Telephone _____

Sole importer: Arrowmed Limited, Alton, Hampshire.



Whether considering the setting-up of an entirely new pharmacy or the purchase of an existing one, your first priority must be to find something out about the area. One effective way of doing this is to prepare a series of maps

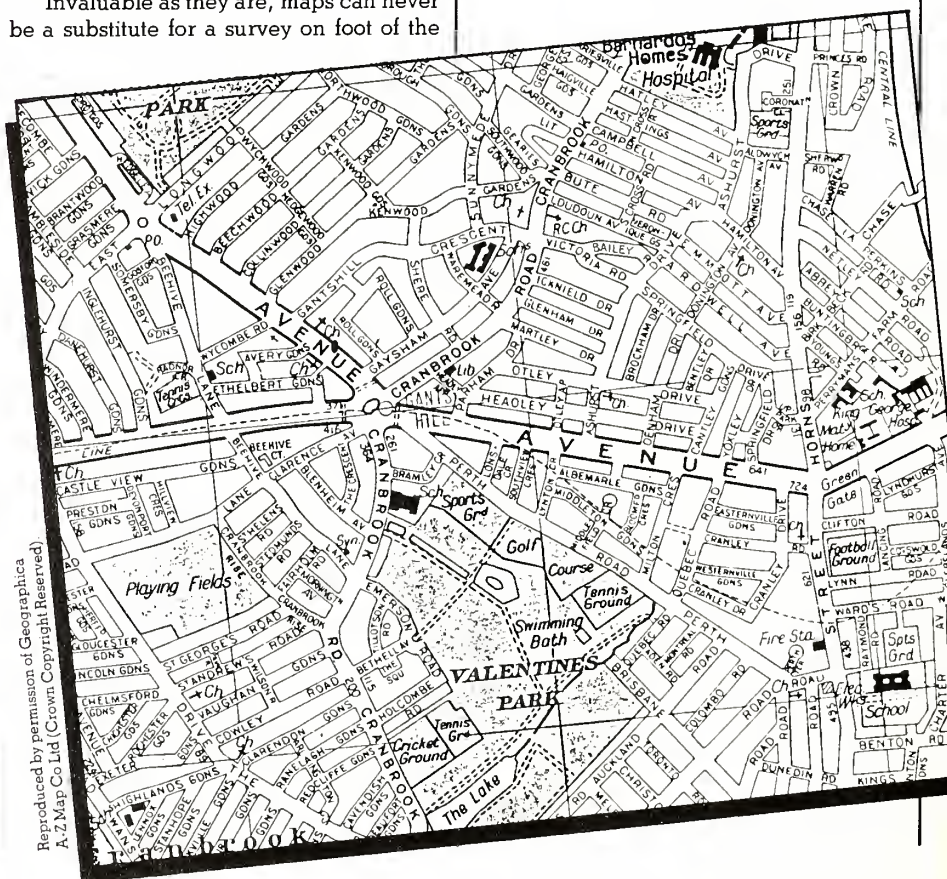
For someone ready to open more or less anywhere with reasonable prospects, there

Possible sites

Invaluable as they are, maps can never be a substitute for a survey on foot of the

The ideal pharmacy

Someone willing to buy a pharmacy with few of the qualities we shall refer to could expect to buy at a comparatively low goodwill figure. A shrewd purchaser may detect failings which can be remedied, but if the situation is wrongly judged, the pharmacy might later prove extremely difficult to sell. Goodwill is intangible but



it can, if wisely assessed, be well worth the cost. Conversely, a pharmacy bought because the goodwill price is low, can prove a very unrewarding investment.

Generally speaking the properties to look for are as follows:

- ☐ Substantial and rising turnover, with solid prospects for continuing increase, and real growth — that is growth above the inflation rate. Future profit on an investment to be made now must be estimated on a discounted cash flow basis.
- ☐ Profit margins should be at least equal to average margins for the type of pharmacy under examination.
- ☐ A pleasant location with social and business amenities consolidates goodwill value, or can compensate to some extent for other deficiencies.
- ☐ Moderate fixed overheads and reasonable general expenses. An estimate should always be made of falling turnover's effect on profits. High fixed overheads could make even a small percentage drop in takings embarrassing or worse.
- ☐ Stock should not be more than normal

for the type and size of pharmacy. Where stock is unduly heavy, the vendor might offer to reduce it by takeover date.

☐ Fixtures and fittings should be suitable for the business. The fact that a purchaser would wish to refit after takeover should not necessarily be grounds for seeking a reduction in the goodwill figure. The profits to which the goodwill has been related have been made with the existing fixtures, and their "in situ" value, not their second hand or scrap value, is the pertinent consideration.

State of the premises

Security of tenure, with a lease of reasonable length, should be sought. The obligations of the tenant must be minutely studied and linked to the condition of the property. A full-repairing and decorating lease of property in poor condition could be ruinous. It is essential that a full survey be commissioned and that a schedule of condition be drawn up. For lack of a schedule of condition, a tenant could be in a position of having to restore the premises at

the end of the lease, in better condition than at the beginning!

The tenant should find out from his or her solicitor the protection provided by the law and the circumstances under which renewal of the lease might not be available. It could, for instance, be risky to take over a lease where the landlord is the owner of the adjoining shop, and might in due course wish to expand his own sales area. An investigation should also be made of any development plans which may be in line for the district.

When a freehold is bought there is normally security of tenure.

Although there is no formula for goodwill, and there must be a large element of judgement in arriving at a figure, the price to be paid should not differ substantially from that suggested by use of the three methods of assessment described in this series.

If the difference is wide, a satisfactory explanation must be found.

The ideal pharmacy should, so far as is possible, be one which is readily resaleable.

CORONATION — British Standard Hot Water Bottles

Is it time your hot water bottle business became more profitable? If so we recommend you link top quality and design to really competitive prices.

QUALITY The Enkay (India) Rubber Company Limited, is proud to have supplied to order, over 4.5 million British Standard 1970 hot water bottles to the United Kingdom and the Continent during the last decade, under the Coronation and U.K. manufacturer Importer's own trade mark.

Our B.S. 1984 bottles made from the highest quality fresh natural rubber, are subjected to the most stringent quality controls, and are designed to give long dependable service.

Our bottles are now available directly to U.K. buyers.



BABY

DUO SUPER

PLAIN 3

MONO STANDARD COVERED

We offer a full range of brightly coloured bottles from baby size to de luxe double side ribbed as well as a host of attractive covers in pure cotton.

GIVE YOUR CUSTOMERS TOP QUALITY AND MOVE UP TO THE PROFITABLE AREA OF THE MARKET AT THE SAME TIME.

Your enquiries are welcome at our European sales office :

Renmark, Case Postale 18, 1181 Bursins, Switzerland Telex 458312 Remk.

Manufacturers: Enkay (India) Rubber Company Pvt. Ltd. 2/8, Roop Nagar, Delhi-110 007 (India)

contributed by a barrister

Who are you paying under the SSP?

Many businesses, large and small, are having problems with the statutory sick pay scheme. Not all employees qualify under the arrangements — it pays to find out who they are.

A survey has shown major mistakes are arising in application of the statutory sick pay scheme.

Mistakes are happening in one-in-four small businesses, and even with large organisations, one-in-eight are applying the regulations wrongly in one respect or another. One area of error concerns those employees who may not be entitled to statutory sick pay.

It is important to know who is and is not included. If you pay out statutory sick pay to someone who is not entitled to it, you cannot recover it from the government and it may be difficult to get it back from the employee.

Exemptions

The scheme lays down that all employees — full or part-time — are entitled to statutory sick pay except the following groups:

1. Employees who are over the state pension age — 65 for men, 60 for women. If you are not sure how old an employee is, you can find out by contacting the local social security office.
2. An employee with a contract of service of 3 months or less. For example, if you take on someone for eight weeks to cover holiday absence, that individual is excluded from the scheme.
3. An employee whose average income is less than the lower earnings limit for the national insurance contributions (in 1984-5, £34 per week).
4. An employee who, in the eight-week period before going sick, has received State benefits such as sickness benefit, invalidity benefit or maternity allowance. He or she should have a letter from the social security office showing how long they are excluded from SSP.
5. A person you've taken on, but who goes sick before starting work and doesn't turn up on their first day.
6. A pregnant employee within the qualifying period. This begins with the 11th week before the expected confinement and runs for 18 weeks.
7. An employee who has already had eight weeks statutory sick pay from you in the current tax year.
8. An employee who is abroad, and outside the EEC.
9. An employee in legal custody.

Although the Department of Health and Social Security will be helpful with information, initially you have to decide whether or not the person is excluded from the scheme. If you do decide this, you must give the person in question an exclusion form, number SSP1(E). On the form you tick off reason or reasons for excluding that person. This enables the person to go to the social security office where he or she may be eligible to receive state benefit instead of statutory sick pay.

It should be stressed that failure to provide such a form can result in your being prosecuted and fined. Forms can be obtained from the social security office.

Health and Safety costs money

While most employers recognise that failure to observe health and safety regulations may lead to fines, many do not appreciate they may be liable to pay quite heavy compensation to employees.

Two or three examples from manufacturing retail illustrates the difficulties that can arise.

In one case, the employee worked in a shop in an area with a high crime rate. After an armed robbery, no steps were taken to safeguard the staff. The employer refused even to install a telephone, and the staff could not obtain an interview with a senior manager. After another robbery, an employee resigned.

She complained that her resignation was caused by the inaction of her employer and claimed that, although she had technically resigned, in practice she was effectively dismissed. The Industrial Tribunal agreed with her and held there was unfair dismissal for which the employer would have to pay compensation.

In another case, a woman employee had to endure for a long time intolerably cold conditions at work. Eventually she handed in her notice, and then claimed that she had in effect been dismissed.

At the Tribunal, the employers claimed the employee concerned had not complained but, on appeal, the Employment Appeal Tribunal said that, whilst this argument may be valid with a large employer where management might not

New redundancy rebate rules

Most employers are aware, that making legally-required redundancy payments to employees entitles them to claim a rebate from the central redundancy fund amounting to 41 per cent of the payment.

New regulations now simplify the procedure. Under the old rules claiming a rebate involved giving prior notice to the Department of Employment before the dismissal date — 14 days for employers making less than 10 people redundant, 21 days for 10 or more redundancies. Failure to give the required notice, could result in a part of the rebate being withheld.

This requirement for prior notification has been abolished. However, a claim for rebate must be made within six months of the redundancy payment being made.

Simplified claim forms have been produced on which employee information must be given. This will include the employee's name, and other personal information including his or her weekly pay.

realise there was any problem, this was a small firm where the managing director knew quite well what conditions were like.

The employee was justified in leaving and having this treated as unfair dismissal for which the employers would have to pay compensation.

Finally, another woman employee was in a job requiring protective goggles. She wore spectacles, and constantly asked for suitable goggles. When the employer did nothing for several months, she resigned. Again, the Employment Appeal Tribunal decided that this was constructive dismissal and the employer had to pay compensation.

It will be seen from these cases that, if an employer through inaction does not take steps to secure the safety and welfare of his employees (especially where complaints have been made) an employee leaving could be viewed as a dismissal for which quite heavy compensation could be awarded.



Death of a partner

If you run your business on a self-employed basis, as director of a limited company or with a partner, you should have made provision for the death of yourself or a partner.

This protection is normally obtained with a life insurance policy, either with or without endowment assurance. The premiums on these policies attracted tax relief at the 15 per cent rate until Budget Day 1984, when relief on policies taken out after that day ceased.

However, existing policies were not affected unless terms of the policy are subject to change. This means the tax relief will continue until the policy terminates.

Sub-letting of premises

Businesses holding their premises on leasehold may be uncertain about their right to assign or sub-let.

Assignment occurs where you transfer to someone else the whole unexpired term of your lease. If you transfer a lesser term then what you give is known as a sub-lease.

Thus, if you have a fourteen-year lease and have occupied the premises for three years, there is eleven years of the lease still outstanding. If you sell this term to someone else, that is an assignment. If you lease the premises to another for, say, three years, this will be done by a sub-lease and you are a sub-landlord.

If you allow someone else to use part of your premises which you lease, this is sub-letting.

There are many occasions where businesses may wish to assign or sub-let. They may be closing down completely with several years of a lease still to run, or they might find their original premises too large and find they can profitably let out a part of them.

If your lease says nothing on this subject, then you are quite free to do as you please. However, you may find a clause in the lease saying you cannot assign or sub-let at all.

If you took out policies some time ago and you now feel that, because of inflation, cover is insufficient, you should not necessarily ask the insurance company to increase cover, since by doing so you will lose the tax relief on the premium.

If you wish to take out more cover, you should get the cost of a new policy from the insurers. You won't get tax relief on the premium, but at least you will retain tax relief on the original policy.

If you've had a policy with a friendly society, and that policy is tax beneficial because you have dependants, tax reliefs again will continue. It is worth pointing out that the amount of cover now being allowed to these policies is extremely limited, and they have almost ceased to be a worthwhile proposition for those who need a large amount of money available in the event of death.



Unless the landlord waives this right, the clause means what it says and you cannot transfer all or even part of the premises.

However, more usually you will find a clause saying you cannot assign or sub-let without your landlord's consent. This wording is important. If you ask the landlord for permission, the law says that "such permission shall not unreasonably be withheld". If permission is refused unreasonably, you can therefore go ahead. But the key thing is you must ask first for consent.

The main grounds for a justified refusal would be lack of credit-worthiness in the person to whom you are assigning, or the use to which the person will put the premises.

If you are not certain whether or not the refusal will be held to be reasonable then you can go to court which will declare on this matter.

The seller as buyer

All businesses which supply goods or services are also purchasers. The retail shop which sells goods to the public has to obtain goods from a wholesaler. The wholesaler gets stock from the manufacturer, who in turn has to buy raw materials and machines from someone else.

Now, if you order articles which you require, it often does not matter whether delivery times promised are missed by a week or two. But time of delivery, in some situations, may be absolutely critical.

To take a crude example, it is no good to a retailer selling fireworks if his supply is not delivered from the wholesaler until 6th November!

Many businesses rely on an upsurge in trade round Christmas and late delivery could seriously affect taking and profits.

Compensation

In law, it is possible to obtain compensation from your supplier for late delivery. The difficulty is that, unless something is said when the order is placed or accepted, it is doubtful whether the law will uphold the claim. The only circumstances where the law will intervene, is where it considers that "time is of the essence" of a contract.

In these cases the victim of a late delivery will be able to obtain compensation. It should therefore be made clear at time of ordering that the time limit is crucial, and this should be confirmed in writing.

It is not good enough to say the articles are required by a certain date. A phrase should be added to the effect that if delivery cannot be made by that date, then the order is cancelled.

The mere use of the words "It is understood that in placing this order, time is of the essence as far as a delivery date is concerned" should satisfy the law so that a late delivery can result in a successful claim for compensation.

Where supplies by a certain date are vital, then the above precaution should be taken, however reliable suppliers may have been in the past.

Methanol Also to AR specification.
James Burrough (F.A.D.) Ltd.
356 Kennington Road, London SE11 4LD Tel: 01-582 0232

Boots admonished after "buzzer sale" lapse

A "systems failure" at the Brentwood High Street branch of Boots resulted in the unsupervised sale of a medicine, and the company's first conviction in 14 years for this kind of offence. The company and a director, Mr Anthony Fox, were admonished by the Statutory Committee of the Pharmaceutical Society, meeting in December.

No action was taken against Mrs Zofia Crowther, a part-time pharmacist on duty at the shop in August, 1983, when an assistant sold Codis tablets to a Pharmaceutical Society inspector.

The Committee was told the assistant carried out the sale, pressed the buzzer, but appeared to receive no acknowledgement from the pharmacist. When the inspector and a colleague questioned Mrs Crowther, she was unable to say what medicine the inspector had bought.

Mr Josselyn Hill, for the Society, said the manager did not know about the sale to the inspector, and the assistant said she had no instruction to wait for confirmation after she rang the buzzer to draw the pharmacist's attention to a sale of a Pharmacy medicine.

Mr Hill said there was no evidence that Mr Fox was personally involved in the offence. His involvement was purely from his position as company superintendent.

The unsupervised sale led to the company being fined £200 with £2,000

costs at Chelmsford Crown Court last year.

Mr Mark Waller, counsel for Boots, said the company pleaded not guilty at Crown Court and left it to a jury to decide whether the system of supervision had broken down. "I would suggest that it is not necessary to take any further steps. A conviction of this sort and an appearance before this Committee is an extremely serious matter for the company," he said.

Boots had made certain that the standard of supervision at the Brentwood branch had become exemplary. It was the first time in 14 years that any branch of Boots had been convicted of this kind of offence, he added.

Mr Geoffrey Robertson, for Mrs Crowther, said she was the pharmacist on duty but not the pharmacist in charge and did not have the authority to alter the system of supervision of medicine sales laid down by the company.

The Committee chairman, Sir Carl Aarvold, said the Committee did not consider it to be one of the most serious cases and were aware that Boots took enormous trouble to fulfil their responsibilities.

"We are told that the best laid plans sometimes go awry and the particular system which operated in this case seems to have failed very badly," said Sir Carl. There were two pharmacists at the branch, but no strict division of responsibilities between them. The result was not hard to see — that neither of them might fulfil his or her duty or that neither of them was doing all that was necessary to be done.

advisory committee has now published guidelines for the preparation of research proposals and presentations. A copy is available on request. The board agreed that the committee membership should be increased to include representatives of community and hospital practice.

Having decided that the College should separate from the Pharmaceutical Society as quickly as possible, the board considered various staffing and accommodation options in relation to the estimated income after 1985. The Society's Council is to be asked to agree on separation from January 1, 1986.

The date of the Spring meeting on adverse drug reactions has been changed to May 12 and will be held in Leicester. Details will be announced in due course. The Autumn meeting is to be on drug abuse. It is hoped to hold a number of sponsored seminars and a programme is being prepared.

There are now more than 300 student College members. Founder members are currently responding to a letter giving them the option of becoming practitioner members or active founder members at the end of their covenant period. A motion had been submitted for the annual associates meeting objecting to the active founder category.

It was noted that all 12 of the Part I candidates and all five of the Part II candidates had successfully completed the examinations in October. The board received a revised version of the Part I study guide which, together with a syllabus, is to be available to College students in the near future.

At the November meeting of the College's regional tutors, it was agreed to hold an annual meeting between tutors and the board of studies and that the names of the tutors should be announced in the next College newsletter.

The board welcomed the establishment of two additional self-help study groups by students in South Wales and Scotland, and recorded its appreciation to the Aston study group for the compilation of the papers presented during the previous year. The College is to obtain a set for each regional tutor and copies can be purchased by student members.

The board noted that Professor Elworthy had decided to retire from the board of examiners, having been chairman since its inception. The board of management, on which he would continue to serve, recorded its tribute to his contribution towards the establishment of the College examinations. Dr N.A. Armstrong was appointed chairman of the board of examiners, and Mr John Harris a member of the board of examiners and chairman of the board of studies.

CCP work towards alternatives to research fellowship

The College of Pharmacy Practice has decided to give up the idea of establishing a research fellowship in the St Thomas's Hospital Health Service Research Unit.

At its December board meeting, the College heard that, although DHSS financial support was still available, St Thomas's had indicated that there were significant difficulties to be overcome to implement the proposal. The board felt that the protracted nature of the negotiations and the perceived problems showed the arrangement would not be

appropriate as a focus for College research and development.

The College decided to concentrate on establishing a part-funded arrangement with some other body, with a view to identifying and then seeking sponsorship for specific projects. Additionally, about 140 pharmacists, who had been suggested as potential local research and development advisors, are to be asked if they would be willing to be listed as people who could provide expertise and advice on the planning and presentation of projects.

The research and development

Those who shout loudest...

Nearly forty years in community pharmacy has framed my allegiance and allows me a personal view. Just over a year ago *C&D's* "Letters" column contained my plea for community pharmacists to be voluble in expounding their case with the view that financial wizards within the DHSS were likely to divert resources to those areas making loudest noises.

The "limited list" proposals are set to save — questionably — millions of pounds. If all those resources are diverted from pharmacy, pharmacy must suffer irrevocable damage. Despite the fact that additions will be made to the list, the drug companies seriously affected are set to launch more powerful counter publicity — the fierce battle at present raging promises to become bitter.

Once again community pharmacists are exposed and vulnerable wherever

drug cost economies are mooted. For it is they who will surely bear the brunt of the intense dissatisfaction that is bound to erupt when hitherto "exempt" patients are required to pay for their usual treatment in full. Stock levels in every pharmacy are likely to be dramatically affected.

There is a viewpoint that prescription charges are wrong in principle and decidedly wrong in practice, and that further attempts to limit reasonable and necessary treatment for any patient should be discouraged.

Correspondents to *C&D* have for many years condemned the wasteful aspects in some areas of pharmacy, and have, at the same time, pointed to areas where substantial saving could be made. May I respectfully repeat my claim that with any savings that are made, a substantial allocation should be allotted to sustain community pharmacy as a valuable and essential facet of the NHS.

Perhaps, once again, it is time for pharmacists to shout.

D.R. Gough
Liverpool

Paying direct...

If your bank charges are calculated on throughput (mine are charged at 27p per £100), and if your major wholesaler's monthly account is greater than your NHS cheque (mine is), then consider asking your Family Practitioner Committee to pay the cheque direct to your wholesaler and supply a balancing payment yourself.

The saving on £10,000 is £27. Take away the interest you would not be paying if the money was lodged in the bank. Five days interest at 12½ per cent is £17. This gives £10 per month per £10,000 saving, or more if your NHS cheque is greater than your overdraft.

W.E. Small
Cowes, Isle of Wight

■ The letter from Mr M. Bedesse (*C&D* January 5) should have said that a dispensary trade of between 35,000 and 38,000 prescriptions a year would produce £30,000 a year for NHS work on average.

Martindale products that work for you...



SoliwxTM
dioctyl sodium sulphosuccinate
Single-dose capsules containing dioctyl sodium sulphosuccinate to penetrate and soften wax deposits in the ear, and to prevent the ears from becoming clogged.

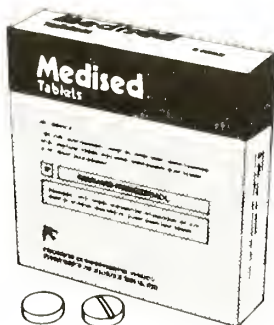


Medised suspensionTM
paracetamol/promethazine HCl
Formulated for the treatment of mild to moderate pain in children, and for the symptomatic relief of influenza, feverishness and feverish colds.

...and your customers

Medised tabletsTM
paracetamol/promethazine HCl

Provide very welcome relief for adults who suffer from the problems of nasal or sinus congestion and pain, particularly at bed-time.



Medilave mouth ulcer gelTM
benzocaine/cetylpyridinium chloride

Provides immediate pain relief and aids the healing process to allow the sufferer to face the day with confidence. Does not sting.



further information available on request from:
Martindale Pharmaceuticals Limited
Chesham Close, Romford, Essex.
A British owned company

Medilave, Medised, Soliwx, Soliwx are registered trademarks

AAH move towards national cover with two buys...

AAH Holdings have completed the purchase of Herbert Ferryman, the Southampton-based distributors, for £1.6m, and have also acquired Northern Pharmaceuticals, distributors, of Bradford, for £450,000.

AAH say the purchases are a significant step towards achieving national coverage for their pharmaceutical wholesaling activity. The acquisition of Ferrymans takes them south of the Thames for the first time, and continues their policy of "carefully structured expansion designed to ensure that an efficient, full range service is available to all

customers."

Ferrymans will retain its distinctive identity, say AAH, and Bill Cox will continue as managing director, supported by an unchanged operations management team. Sales in the year to March 31, 1984, were £25.9m. Mr Cox is the present chairman of Independent Chemists Marketing Ltd.

Northern Pharmaceuticals were acquired from Associated British Engineering. The company will retain its identity, and Michael Robinson stays as managing director. AAH say the acquisition consolidates their position in the North of England. Sales in the year to March 31, 1984, were £8.7m.

...but Fylde will close next month

Preston-based wholesalers Fylde Laboratories will close down on February 2 "following two years of poor profitability".

Parent company Glynwed say their decision to close Fylde will not affect Rudge Roberts, Fylde's sister company, which "continues to trade at very satisfactory levels of profitability". All 40 Fylde employees based at Preston will be made redundant, a move the company say was made with great regret.

Wellcome add 20pc to sales

Wellcome increased profits by 46 per cent to £89.5m on sales up 20 per cent at £806m in the year to August 25, 1984. Nearly 90 per cent of the group's sales came from overseas, with America their biggest market.

Average profit margin for Wellcome was 11 per cent — a 2 per cent improvement on 1983. International successes include Zovirax ("a major contribution to the treatment of herpes infections") and Tracrium (now a leading muscle relaxant in both the UK and the USA).

Exports from the UK reached £150m. Their 18 per cent increase was the highest for six years.

The UK was given £21m of capital spending, a large part of which went into the new laboratory complex now nearing completion at Dartford.

Chairman Alfred Shepperd, commenting on the limited list, recalls the Government's 1981 statement that generic substitution was not for them. "With these assurances in 1981, and the actions of 1984, it appears we must contend with the changing principles of random government and short-term expediency, rather than long-term encouragement of our industry," he says. "We are concerned that we are entering a period of unnecessary jeopardy and uncertainty for the future".

He goes on to note the concern caused by parallel importing, and welcomes the Government's attempts at control. "However, our fear is that the new regulations will merely formalise the existing procedure without imposing on the importer the same stringent conditions applying to the indigenous manufacturer".

Chemist & Druggist 12 January 1985



Nestle clear to buy Carnation

Nestle have been given US monopolies approval for their £2.6bn purchase of Carnation. Clearance has already been given in West Germany and the UK.

America's Federal Trade Commission has given the deal unconditional approval, although it has been thought Nestle may be told to sell off parts of the expanded US operation on anti-trust grounds. The addition of Carnation's business should double Nestle's American turnover of \$2.5bn.

Nestle bid \$83 per share for Carnation

in September last year. They received acceptances covering some 90 per cent of the stock, but the deal was held up while FTC investigations took place.

Carnation's 1983 sales reached \$3.4bn, 63 per cent of which came from US business. A spokesman for Nestle in this country said he had "no idea" how the acquisition may affect UK operations.

Retail prices

The Department of Employment retail prices index for all items reached 358.8 in November (January 1974 = 100). This represents an increase of 0.3 per cent on October (357.7) and an increase of 4.9 per cent on November 1984 (341.9).

Richards & Appleby bought by Croda in £2.75m deal

Croda International are buying Richards & Appleby from Dunhill for £2.75m.

Richards & Appleby will retain their existing management, and become part of Cromano — Croda's consumer products division. Cromano already includes Standard Soap, an own-label manufacturer. The Richards & Appleby purchase will add brands such as country fragrance, Nailoid and Schick, as well as character merchandise lines like Victoria Plum, Danger Mouse and Fraggie Rock.

Richards & Appleby had sales of £4.8m

in the year to March 31, 1984, generating pre-tax profits of £440,000. Their net assets at that date had a book value of £1.7m. The company say they are confident their business will "develop more rapidly" as part of Cromano.

Dunhill's decision to sell was based on their policy of concentration on merchandising and marketing. They say the proceeds from the Croda deal will be used to back these activities.

Croda will finance the deal with the issue of 2.33m new Croda shares, which will be placed on Dunhill's behalf.

Regency declare revamp complete

Regency Film Services have completed the refurbishment programme at their Enfield Laboratories with a £300,000 programme to increase capacity.

New developments range from daylight splicing to computerised printing and pricing. Largest single advance they say, is the installation of a Hostert 83/1000 high speed paper processor — which Regency believe to be the first of its kind in the UK.

"This investment means the independent retailer will continue to enjoy a reliable service" says managing director Richard Cross.

NCT puzzled at Sundays result

The National Chamber of Trade is puzzled at the result of the Government's recent shop hours inquiry. "Were the recommendations based on reasoned argument, or the result of minds already made up?" it asks.

"If it was not a case of predetermination, how on earth could the committee manage to agree and sympathise with so much of the NCT's evidence — yet come to diametrically opposed conclusions?" the NCT goes on.

As examples, it cites the points (accepted by the committee) that longer trading will lead to increased costs, putting some staff at risk, that small shops

Chemist & Druggist 12 January 1985

may be go to the wall, and that shops would effectively be forced to open on Sunday.

Meanwhile, it continues to argue for a "middle way". "We will certainly oppose any idea of a complete free-for-all" says the NCT.

New cash & carry for north London

Chemistores, the cash & carry wholesalers, are opening larger premises on January 6 in London's Minerva Road.

The company hopes to provide a larger range of OTC medicines and toiletries from its new 23,000 sq ft warehouse. The C&C will be open from 9am-6pm on Monday, Tuesday, Friday and Sunday; 9am-9pm on Wednesday and Thursday; closed on Saturday.

A number of special offers will be available throughout the first month. *Chemistores Wholesale Ltd, 38 Minerva Road, London.*

Parke-Davis ready early

The Parke-Davis Research Unit, Warner Lambert's new £2m research building in Cambridge, has been handed over by the contractors three months ahead of schedule.

The 16,000 sq ft of specialised laboratories and administration areas will be equipped with £1m of scientific apparatus and a staff of 30, with six students working with them.



Celltech have enlarged their production facilities to include a therapeutics clean room. It will be used for purification of pharmaceutical grade material for clinical trials, notably human growth hormone and monoclonal antibodies

Average weekly spend is £142.59

The average household spent a total of £142.59 a week in 1983, according to figures from the Department of Employment.

The Report of the Family Expenditure Survey 1983 shows wide variations around the average, both between household types and regions. Low income, one-person pensioner households spent an average of only £45.64 a week, compared with £163 in the case of a family of two adults and four or more children.

Spending on housing, fuel and food varied from 59 per cent of total expenditure for households in the bottom fifth of the income distribution to 37 per cent for those in the highest. And within households of one man, one woman and two children, 85 per cent had the use of a car, with just over a quarter using two or more vehicles.

The figures are contained in the December *Department of Employment Gazette* (HMSO, £2.75). The full report is published later this month.

Briefly..

The British Herb Trade Association is to start a members' newsletter as part of their programme to promote use of herbs. BHTA, 46 Church Street, Buckden, Huntingdon, Cambs.

Woods of Windsor have moved into the Portuguese market. Diabolique International are handling the local distribution and Woods report that initial reaction to their products has been "overwhelming".

Alexandra Workwear hope to make their debut on the Stock Exchange this month. Four million shares will be placed. In the year to January 1984, the company made pre-tax profits of £1.065m on sales of £16.8m.

Tatford stage trade show

South Coast wholesaler Graham Tatford & Co's computerised customer service system is to be on show at the company's trade show, scheduled for Sunday February 10.

The show is to be held at the Holiday Inn, North Harbour, Portsmouth running from 11am to 4pm. About 24 exhibitors are expected including many pharmaceutical manufacturers.

Details and invitations available from *Martin Young, Graham Tatford & Co Ltd, Grove Road, Cosham, Portsmouth (tel 0705 374911).*

Monday, January 14

Blackburn Branch. National Pharmaceutical Association. postgraduate medical centre, Blackburn Royal Infirmary, Blackburn, at 8.15pm. Mr T P Astill, director, NPA, on "The cloudy crystal ball".

Plymouth Branch. Pharmaceutical Society. board room, Derriford Hospital, at 8pm. Dr P J. Houghton on "New drugs from plants".

Southampton Branch. Pharmaceutical Society. postgraduate medical centre, Southampton General Hospital, at 7.30pm. Dr Bloquiere on "The Wessex bodyscanner".

Tuesday, January 15

Edinburgh and Lothians Branch. Pharmaceutical Society. 36 York Place, Edinburgh, at 7.45pm. Dr J. Syme, consultant paediatrician, W G H. Edinburgh, on "Treatment of common diseases in infants and toddlers".

Epsom Branch. Pharmaceutical Society. Bradbury postgraduate medical centre, Epsom District Hospital, at 7.45pm. Mr G Yaffe, Labaz Pharmaceuticals, on "Epilepsy and its social implications".

Harrow & Hillingdon Branch. Pharmaceutical Society. clinical lecture theatre, Northwick Park Hospital, at 7.30pm. Dr A. Herxheimer on "Talking to patients about their treatment". Meeting open to medical and paramedical profession.

Leeds Branch. National Pharmaceutical Association. Golden Lion Hotel, Briggate, Leeds, at 8pm. Miss L. Stone, Council member, on "The role of the pharmacist in community health care".

North Metropolitan Branch. Pharmaceutical Society. Coram Lecture Theatre, School of Pharmacy, Brunswick Square, London W1, at 7.30pm. Dr Marsha Morgan, senior research fellow and honorary senior lecturer in medicine at Royal Free Hospital, Hampstead on "Alcohol, drugs and the liver".

Industrial pharmacists group meeting. Pharmaceutical Society. 1 Lambeth High Street, London, SE1 7JN, at 10.30am. One-day seminar on "Trends in pharmaceutical analysis". Registration fee £15 for IPGM members, PSGB members and students and £30 for non-members. Forms from Mr R E. Marshall, at the Pharmaceutical Society's headquarters, 1 Lambeth High Street, London SE1 7JN.

Thursday, January 17

Ayrshire Branch. Pharmaceutical Society. Beecham Factory, Irvine at 8pm. Professor Sir Thomas Symington on "An Ayrshire hospice?".

Bedfordshire Branch. Pharmaceutical Society. Bird-in-Hand, Henlow Camp Crossroads, at 8pm. PSGB tape/slide presentation on "Treatment of skin diseases — psoriasis and skin blemishes" by J. M. Foy, Bradford School of Pharmacy and "Antihypertensive drugs" by A. H. Weston, University of Manchester.

Bradford & Halifax Branch. National Pharmaceutical Association. Victoria Hotel, Bradford, at 8pm. Detective Sergeant Ferguson of the Drugs Squad on the drugs scene in West Yorkshire.

Bristol Branch. Pharmaceutical Society. Southmead Centre for Medical Education, at 7.30pm. Mr E. Waters, Home Office Drugs Branch, on "Drug addiction in Bristol and the South West".

Dundee & Eastern Scottish Branch. Pharmaceutical Society. lecture theatre 3, Ninewells Medical School, at 7.30pm. Dr K. Semple, Drug Addiction Counselling Centre, on "How did it happen?".

Afro Hair and Beauty '85: Wembley Conference Centre, London, June 1-2. Open to manufacturers and suppliers of hair products, hairdressing and salon equipment and accessories, cosmetics and toiletries, as well as others concerned with areas such as fashion and fashion accessories, jewellery etc. Contact *Jane Hammond, Trident PR Ltd, 19 Parkstead Road, London SW15 (tel 01-878 9344 or 01-876 3209).*

London Baby Show: Nova Hotel, Hammersmith, London, April 26-28. Exhibition covering food, medical, insurance, safety, toys, baby and nursery equipment. Contact *Jacquetta Pease, 20 Gerard Road, London SW13 (tel 01-748 1053).*

BIT '85 computer show and conference: National Exhibition Centre, Birmingham, March 26-29. Contact *Cahners Exhibitions Ltd, Chatsworth House, 59 London Road, Twickenham TW1 3SZ (tel 01-891 5051).*

Brighton Christmas Beauty Fair: Mount Royal Hotel, Byranston Street, Marble Arch, London W1, July 7-10. Contact *Martin Cooper, 131 London Road, St Albans, Herts AL1 1TA (tel 0727 66917).*

Care of the Elderly and Disabled Exhibition: Brighton Centre, Brighton, Sussex, February 14-15. Equipment for nursing homes, clinics and individuals. Contact *Boardman Dunbar & Associates, PO Box 13, Bognor Regis, West Sussex PO21 1YE (tel 0243 828290).*

EPoS '85: Novotel, London, September 17-20. Contact *Retail Management Development Programme, 61 Ship Street, Brighton, Sussex BN1 1AE (tel 0273 722687).*

45th Annual International Congress of Pharmaceutical Sciences of FIP: Montreal, Canada, September 2-6. Includes sessions on: time dependencies in pharmacokinetics and biopharmaceutics; recent pharmaceutical developments with insulin; rate controlled drug delivery systems and the skin; local delivery and systemic activity. Contact *FIP Congress '85 Montreal, 11 Alexanderstraat, 2514 JL The Hague, Netherlands (tel 070) 63 19 25).*

Healthier Living Show: Earls Court, London, September 17-22. Exhibition for natural food, health, fitness and beauty. Contact *Caroline de Courcy Ireland, Philbeach Events Ltd, Earls Court Exhibition Centre, London SW5 9TA (tel 01-385 1200).*

Interphex Europe '85: Zurich, Switzerland, November 26-29. Contact *Cahners Exhibition Ltd, Chatsworth House, 59 London Road, Twickenham TW1 3SZ (tel 01-891 5051).*

London Medical Exhibition: National Hall, Olympia, March 12-15. Incorporates

international hospital, medical and dental exhibition with emphasis on high technology equipment. Contact *Fairs & Exhibitions Ltd, 51 Doughty Street, Grays Inn, London WC1N 2LB (tel 01-831 8981).*

Northern Health Food Trade Exhibition: Harrogate June 23-25. Including natural and organically grown foods, vitamins and supplements, wholefood snacks, natural beauty preparations. Contact *Turret-Wheatland Ltd, 886 High Road, Finchley, London N12 9SB (tel 01-446 2411).*

Nor'chem '85: Exhibition Centre, Leeds, March 23-25. Northern retail chemists exhibition. Contact *Trades Exhibitions Ltd, Exhibition House, Spring Street, W2 3RB (tel 01-262 2886).*

Photo World '85: Olympia, London, April 26-30. Contact *Industrial and Trade Fairs Ltd, Oriel House, 26 The Quadrant, Richmond, Surrey TW9 1DL (tel 01-940 6065).*

Point of Sale '85: Kensington Exhibition Centre, London, September 17-19. Contact *Batiste Exhibitions and Promotions, Pembroke House, Campsbourne Road, Hornsey, London N8 7PE (tel 01-340 3291).*

Retail '85: Kensington Exhibition Centre, London, April 16-18. Electronics retailing and distribution exhibition. Contact *Reed Exhibitions, Surrey House, 1 Throwley Way, Sutton, Surrey SM1 4QQ (tel 01-643 8040).*

Retail Europe '85: International Congresscentrum RAI Amsterdam, Holland, February 19-22. Retail technology conference. Contact *ITEX Ltd, Keyersbridge House, Wokingham Road, Hurst, Berks RG10 0RY (tel 0734 345585).*

Scottish Retail Chemists Exhibition: Anderston Exhibition Centre, Glasgow, May 21-23. Contact *N. Davidson, Anderston Exhibition Centre, Glasgow, G2 7PH (tel 041-248 4589).*

Shopex '85: Olympia, London, June 9-13. Retail shop and display equipment exhibition. Contact *AGB Westbourne Ltd, Audit House, Field End Road, Eastcote, Middx HA4 9XE (tel 01-868 4499).*

West'chem: Bristol Exhibition Centre, Bristol, Avon, June 16-17. Exhibition of products and services for retail chemists and allied professions. Contact *Trade Exhibitions Ltd, Exhibition House, Spring Street, London W2 3RB (tel 01-262 2886).*

International Spring Fair — Gift Show: National Exhibition Centre, Birmingham, February 3-7. Contact *Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, London SE18 (tel 01-855 9201).*

Autumn Gifts Fair: Olympia, London, September 1-5. Contact *Trade Promotion Services Ltd, Exhibition House, 6 Warren Lane, London SE18 (tel 01-855 9201).*

CLASSIFIED

Post to
Classified Advertisements,
Chemist & Druggist,
Benn Publications,
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone Tonbridge (0732)
364422. Telex 95132
Ring Sharon Graham ext
272 for further information

Publication date
Every Saturday
Headings
All advertisements appear under
appropriate headings.
Copy date 4pm Tuesday prior
to publication date.
Cancellation deadline
5pm Monday prior to
publication date.

Display/Semi Display
£11.50 per single column
centimetre, min 30mm Column
width 42mm
Whole Page £990.00
(260mm x 180mm)
Half Page £525.00
(125mm x 180mm)
Quarter Page £295.00
(125mm x 88mm)

Box Numbers £2.50 extra
Available on request.

Appointments

Retail Pharmacy Sales

...with a market leader

attractive salary & benefits, company car

THE WELLCOME FOUNDATION LIMITED is an international group
of pharmaceutical and chemical companies with headquarters in
the United Kingdom. Group turnover is close to £700 millions.

Your task will be to promote our wide range of quality
pharmaceutical products to retail pharmacists and wholesalers in
the LANCASHIRE/GREATER MANCHESTER area. Full training will
be provided.

Aged 23 to 35 with a good standard of education, you should be
able to demonstrate a successful selling record, ideally in
pharmacy sales or a closely related field. Enthusiasm and
commitment to achieve success are essential personal qualities.

Benefits are those associated with a company of Wellcome's
international standing and reputation.

Please write with full career and personal details to: A. M.
Robinson, Personnel Officer, The Wellcome Foundation
Limited, Crewe Hall, Crewe, Cheshire CW1 1UB.



Wellcome

GENERAL MANAGER PHARMACEUTICALS

Opportunity to develop
overseas and domestic
sales, building on
existing export-
orientated
pharmaceutical brand
names and product lines.
The company is London
(City) based, within a
small trading Group. The
vacancy will suit
applicants with
experience of trade with
West Africa and of the
UK market, who seek a
new challenge to their
initiative.

Salary and benefits by
negotiation.

**Write to Box CD/887,
c/o St. James's House,
4/7 Red Lion Court, Fleet
Street, London
EC4A 3EB.**

Agents

Due to further expansion

**Neil Millar Agencies, 29 Cotswold
Drive, Bangor, County Down,
N. Ireland. (0247) 463456**

Seek further top class agencies in Pharmacy,
Electrical and Department stores. Mobile
showroom facilities available. Contact me, Mr Keith
Millar at the above address.

DISTRIBUTORS AND COMMISSION AGENTS REQUIRED

For newly formulated skin care products.

Please apply in writing to: —
**Riomist Ltd., Unit 1, Stort Mill, Riverway,
Templefields, Harlow, Essex CM20 2SN.**

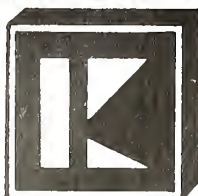
EARN LARGE COMMISSION

Agents wanted to sell fantastic new baby range
to retail chemists and baby stores.
Exclusive coverage required for vacancies in
various areas within the UK.

**In house backup available, with:—
Nationwide advertising starting March 1st
Marketing and promotional material
24 hours a day telephone backup
Existing accounts waiting to be serviced**

INTERESTED?

Contact Jackqui Bowering
**Chemisales Ltd,
Walworth Industrial Estate, Andover, Hants.
Telephone: (0264) 50733**



KEMISTORES

(WHOLESALE) LIMITED CASH 'N CARRY

38-42 MINERVA ROAD, LONDON NW10 6LE
TELEPHONE: 01-961 4590. TELEX: 8951749 PIPES G.

SPECIAL OFFERS FOR THE GRAND OPENING

PAMPERS MAXI 60's CARRY CARTON	£18.79 per 3
MILUPA INFANT FOODS 150g	£14.99 per 24
HEAD & SHOULDERS 300ml	£6.99 per 6
KLEENEX FOR MEN	£11.69 per 24
PANADOL TABLETS 12's	£2.69 per 12
VICKS VAPORUB	£5.99 per 12
LYPSYL	£9.29 per 36
COMPLAN NATURAL	£29.69 per 24
VASELINE HAIR TONIC	£8.49 per 12
BRYLCREAM MEDIUM 140ml	£6.39 per 12
PURE SILVIKIN	£4.99 per 6
VOSENE 300ml	£4.89 per 6
REVLON FLEX TWIN 350ml (Shampoo & Conditioner)	£10.29 per 6 twins
RADOX SALTS LARGE	£2.79 per 6
PEAUDOUCÉ MAXI 60's/MEDIUM 76's	£18.29 per 3
PEAUDOUCÉ MAXI 24's	£15.29 per 6
JOHNSONS BABY SHAMPOO 250ml	£8.19 per 12
JOHNSONS BABY CREAM 85g	£6.59 per 12

PLUS A NUMBER OF OTHER SPECIAL OFFERS FROM LEADING MANUFACTURERS.

Large stocks of children's hair ornaments for sale at competitive prices.

Apply: Box C&D 3084

ALAMI IMPORTS & EXPORT LTD

Handkerchiefs loose and boxed, range of tea towels. Jacquard and handloom towels, pillow cases, yellow dusters, face cloths, baby nappies, terry socks.

REAL FIRM BULK INQUIRIES WELCOME

HOPEGLADE HOUSE
19, 23 KINGSLAND ROAD
LONDON E2 8AA
Tel: 01-729 5501 (4 lines)

Cables: SUNAMEX LONDON Telex: 893903 ALAMI G

Property for Sale

HIGHLY SUCCESSFUL

Long established pharmacy BPA. Prominent corner main road position in SE London.

Turnover £125,000pa. with expansion potential. A new lease of £7,500pa. To include shop at £3,600, plus self contained flat. Now let with present income of £3,900pa. Ideal for owner manager, G/F/F £37,000 plus SAV.

Telephone:
01-764 1501.

Shopfitting



LEXDRUM

0626 832308

WE OFFER A PROFESSIONAL SHOPFITTING SERVICE FOR THE RETAIL PHARMACY

LEXDRUM STOREFITTERS
Chapple Rd, Bovey Tracey, Devon.
0626 832308



DETROIT DISPLAY SHELVING

A new pharmacy can be yours for £18.33 per week (lease rate) fitted free.

Recommended by



K.H. WOODFORD & CO LTD
Ring Now 0202 36272



LUX LINE

SHOPFITTERS FOR THE PHARMACY

REFITS, NEW INSTALLATIONS, CEILINGS, SHOPFRONTS, ELECTRICAL, FINANCE. NPA & NUMARK APPROVED
SO CONTACT US NOW.

LUXLINE LTD
8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS
TEL: 0525-381356

Chemist & Druggist Classified gets results

Professional Prescription Computer Labelling

**"This system is perfect for producing labels quickly"
"Worth every penny."**

Just two quotes from Pharmacists with Richardson Disc Systems in response to a recent independent survey. Need we say more?

John Richardson Computers Ltd

Electron System: £895 (Special price to NPA Members) BBC System (Cassette) from £1165 (Disc) from £1615 - UK Mainland Only

Details of the survey and all our labelling systems can be obtained from: Unit 337, Walton Summit, Bamber Bridge, Preston PR5 8AR. Tel: (0772) 323763



Business Opportunities



SEEING IS BELIEVING

The selling sensation of 1985

If you have 6 square feet of sales space earning less than £200 per week here is the ideal way of boosting your profits.

You can sell spectacles on prescription at a price the public cannot refuse.

New changes to the law have made spectacles the biggest potential growth area in sales this year.

For further details contact

CROWN EYEGLASS LTD.

3, BLAKEY MOOR,
BLACKBURN BB2 1LL
LANCASHIRE

ALREADY TRADING SUCCESSFULLY
THROUGHOUT THE UNITED KINGDOM

WAREHOUSING/ DISTRIBUTION

Cosmetics company in S.E. with easy motorway access has 3000 sq ft of warehousing space available for storage on short or medium-term let. Distribution facilities could be made available subject to negotiation.

**Enquiries
to
BOX C&D 3085**

TABLET COUNTER & LABEL PRINTER

**Ask about
our interest
free
payment
scheme**

**Phone:
Kirby
Oldham
061-620
1421**



ORALABEL

Orange Computers Ltd,
Ruskin Chambers, Drury
Lane, Knutsford, Cheshire
WA16 6HA. Tel: 0565 53417.

**NEW HIGH SPEED SYSTEM
£897.50**

- Epson HX-20 Micro
- Buffered RX-80 Printer
- Enhanced program
- Option of wholesaler Link-up

Oralabel Program (Only)

- For existing
HX-20 users

**BASIC SYSTEM
STILL ONLY £625**



Accounting Services

**Accountant Experienced
with Chemist Shops** writes
up books, PAYE, VAT
returns and prepares
accounts for inland revenue.

(01) 554 7198

Announcements

*The winner of the **VASOGEN** Guess
the baby's weight competition was*

Mrs P. Boscher, Teville Gate
Pharmacy, Worthing, Sussex.

**Chemist and Druggist Small Ads Work.
For your buying, selling and recruiting,
contact**

SHARON GRAHAM



£800 raised for Ethiopia

Isle of Wight pharmacist John Harman has reported that his "Pharmacists' appeal" for the Ethiopian famine victims, launched back in December, has passed the £800 mark.

But Mr Harman is far from satisfied: "If each pharmacy donated £10 and each pharmacist £5, this would amount to over a quarter of a million pounds — enough to transport 1,500 tonnes of wheat to Korem and feed nearly two-and-three-quarter million people for a day."

Donations should be sent to: "Pharmacists' Appeal," c/o Barclays Bank plc (A/C No. 80788376), Ventnor, Isle of Wight. All contributions will be passed on to the Save The Children Fund (Ethiopia).

40 years with Warner-Lambert

Mr Alan Badby, Warner-Lambert's quality assurance director, celebrated the 40th anniversary of his joining Parke-Davis — part of Warner Lambert since 1971 — with a special lunch from the board.

Mr Badby, who is chairman of the pharmaceutical technical committee of the Association of the British Pharmaceutical Industry, joined Parke-Davis in 1944 as an assistant analyst. He became a product development chemist in the analytical department. He worked on the first synthetic antibiotic produced in Britain and saw the introduction of Benylin in 1948.

In 1953 he became quality assurance manager at the company's Hounslow premises and later moved to the new Pontypool factory. He was made quality assurance director in 1975 and is based at the company's regional headquarters.

Lewis Wilner (centre right), MPS, and his wife Sylvia, of Wilner Chemists, Sale, are going to the theatre after winning first prize in the Crookes/Mawdsley-Brooks Winter deal. Presenting the Wilners with two tickets for "Barnum" at the Manchester Opera House are Mawdsley's purchasing manager Gerry Kennedy and Liz Proctor, North West regional account executive for Crookes



Mrs Elizabeth McConechy won Novembers £1,000 "golden dozen" first prize. She is seen receiving the prize plus £100 for the staff of her shop — Young & Mair, Gallowate, Glasgow — from Unichem director David Mair who once owned the very same shop. Joint second prize winners of £500 plus £50 for the staff are Edward Chaston Ltd, Sunderland, Tyne & Wear, and M.J. Frampton Ltd, Cambourne, Cornwall

APPOINTMENTS

Dyke & Dryden Ltd: Eve De Castro is appointed marketing manager. She will also be responsible for organising the company's 1985 Afro Hair & Beauty Fair.

A.H. Robins Co Ltd: The company have made four new appointments in the expanded consumer products division. Frank Lodge becomes field sales manager, Steve Bell is appointed area manager for the North of England, and Ravi Dhody and Roger Walden become key accounts managers.

Fisons Pharmaceutical Division: Trevor Smith has been appointed personnel and administration director. He joins the division from Fisons head office where he was group personnel manager. Martin Hindle becomes marketing director responsible for the worldwide marketing policy for ethical products.

CBE for former PSGB president

Mr Charles C.B. Stevens, FPS, has become a CBE in the New Year honours list.

Mr Stevens, who is also qualified as a barrister, was a member of the Pharmaceutical Society's Council from



1966 to 1982 and president in 1974-75. He is currently chairman of the agricultural and veterinary pharmacists group committee of the Society.

He is a past-president of the industrial pharmacists section of the International Pharmaceutical Federation and former chairman of the Cheshire Area Health Authority.

He is deputy chairman of the public health laboratory service board.





CONITE

TO



ANTHOXYLLUM

With over seven hundred items in our range of natural ingredients, there's almost certainly a selection of products that will meet your precise needs.

Whether it's herbal and medicinal extracts or galenicals, oleoresins or chlorophylls, you'll get the same uncompromising quality, the same unfailing service.

Find out more about Ransom Natural Products, contact Helen Blowey on Hitchin (0462) 34575. She knows our alphabet Z to A!

Ransom Natural Products

William Ransom & Son plc,
Bancroft, Hitchin, Hertfordshire SG5 1LY
Tel: Hitchin (0462) 34575 Telex: 825631

IN YOUR HANDS ONLY

OTC power to help 2,000,000
with temporary sleep problems.



New Beecham Sominex creates a major opportunity for pharmacists everywhere. It is the first clinically proven OTC remedy specifically presented for occasional sleeping problems.

Sleep laboratory trials show Sominex promotes easy, restful sleep whilst maintaining normal, beneficial sleep patterns.

Sominex contains the proven and reliable active ingredient, Promethazine Hydrochloride (20mg). Sominex can be sold over the counter, without prescription.

Take as directed: and after a good night's sleep, any residual drowsiness is minimal and transient.

The scale of the need for Sominex

Recent research shows that occasional difficulty in getting a good night's sleep is a problem for at least two million people in Britain.

They sometimes have difficulty in falling asleep. Or sleep is disturbed and broken.

They are not chronic insomniacs. They are ordinary people with a common problem: the annoyance and frustration of sleeplessness.

They need help.

With new Sominex, you, the pharmacist, can provide it.

Pharmacy sales only

Customers who seek your help will appreciate your advising them about Sominex.

GPs are being informed too, so other customers will be coming to you on their doctor's advice.

Counter Prescribe
SOMINEX

from Beecham Proprietaries and
pharmaceutical wholesalers.

DETAILED TECHNICAL INFORMATION AVAILABLE ON REQUEST